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THE NATIONAL NEWSPAPER OF MARKETING

Simoniz Names D-F-S to Handle $5,000,000 Account

Two-Month Canvass of 15 Agencies Ends as Gifford Assumes Reins

CHICAGO, June 28—Simoniz Co. completed a two-month search for an agency this week when it appointed Dancer-Fitzgerald-Sample, Chicago and New York, to handle all advertising for its consumer products. The account bills an estimated $5,000,000, and D-F-S will begin billing on Sept. 1.

The selection of Dancer came as a surprise to some Chicago agencies which had been seeking the account. ADVERTISING AGE was told that a marketing committee of Simoniz executives had recommended that the account be divided among two Chicago agencies, but that the committee's recommendation had been overruled by Chester G. Gifford, who took over as president of the company earlier this month (AA, June 20). Mr. Gifford came from Schick Inc., where he was chairman and chief executive officer.

When contacted by AA, Mr. Gifford denied that he overruled a recommendation by the Simoniz marketing committee. "The committee did not make a final recommendation to me," he said. "We talked about several paths that we could take to reach our

(Continued on Page 73)

KRON-TV Files Civil Anti-Trust Suit Against NBC

Station Seeks Damages; Also Asks FCC Probe of Net's Fitness as Owner

WASHINGTON, June 29—Moves to block NBC's four-market station swap continued to pile up this week as the Chronicle Publishing Co., San Francisco, sought Federal Communications Commission and court intervention.

The publishing company, owner of KRON-TV, an NBC affiliate, followed the example of Westinghouse, Philco and Rep. Emanuel Celler (D., N.Y.), in rapping a series of NBC deals in which stations in Philadelphia, Washington, Boston and San Francisco will change hands (AA, May 16). RKO General is involved in the Philadelphia-Boston-Washington sections of the transaction.

In a petition filed with the FCC today, Chronicle Publishing Co. asked for hearings on NBC's fitness to operate KTVU, Oakland. The petition also requested that the FCC follow through with a joint hearing of all the other applications in NBC's multi-city "package" arrangement.

Later today, KRON-TV filed

(Continued on Page 73)

GE Apparatus Unit Resigned by Basford Names Nelson Shop

SCHENECTADY, N. Y., June 28—General Electric said today that the advertising resigned by G. M. Basford Co., effective June 30, will be handled by George R. Nelson Inc., a local agency.

Basford's portion of GE—the apparatus sales division—estimated earlier to run about $1,000,000 annually, will be "closer to $2,000,000" at the Nelson shop, it was learned. Nelson, which now employs 12 persons, bills $250,000 from the Saratoga race track, Saratoga Spa and "smaller, local and regional accounts." It also has been handling classified and recruitment advertising for the apparatus sales division.

When Basford resigned the GE business, a statement agreed upon by client and agency said that "the philosophy of General Electric's industrial advertising has changed a great deal. One effect has been that [GE's] internal advertising department has grown to the point where the creative service of an outside agency can no longer be used with mutual advantage to both client and agency." The advertising and sales promotion department of the apparatus divi-

(Continued on Page 74)

JUICY OPPORTUNITY—*The Real Gold Co., Redlands, Cal., is using ads like this nationally, excluding California and the Deep South, in newspapers, an ad in the midwestern edition of The Saturday Evening Post, and radio spots, to promote a contest offering a California orange grove as first prize. The contest ends July 31. Hixson & Jorgensen, Los Angeles, is the agency.*

Dailies Cheer, Boo Esty Discount Demand

Take-It-or-Leave-It Rate Cuts on per-1,000 Basis Asked for Salems

NEW YORK, July 1—A multi-million-dollar four-color campaign currently under way in some 60 U.S. newspapers is the outcome of intensive efforts by William Esty Co. to obtain special discounts for Reynolds Tobacco's Salem cigarets, ADVERTISING AGE learned today.

There were conflicting views on the Esty agency's approach. Several newspaper advertising managers and representatives told AA that the dailies were given a choice of "no discount, no advertising." The Esty agency said it was "not running the schedule because of the discount, which is relatively small, but rather because Reynolds wants to put more weight behind the brand."

Esty said that "most of the newspapers never before had an offer of this kind, and they were happy to get the business. We offered a continuing schedule and were entitled to get a discount."

■ Although the large majority of dailies accepted the campaign, such newspapers as the *Baltimore Sun, Detroit News, Buffalo Evening News, Lansing State Journal, Dayton News* and *Journal Herald,* and the *Tacoma News Tribune* turned down the business.

The big question now seems to be this: Will the newspapers which accepted the Reynolds business change their rates or offer the same discounts to other advertisers? A number of newspaper ad executives told AA that they thought the newspapers would have to change their rates to give the same break to other advertisers.

■ The campaign—initially for Sa-

(Continued on Page 65)

Schilling Account Moves to Cappel Agency from B&H

SAN FRANCISCO, July 1—The Schilling division of McCormick & Co., spice marketer, has appointed Cappel, Pera & Reid, Orinda and Beverly Hills, its advertising agency.

The appointment, announced by R. C. Crampton, vp of McCormick and general manager of the Schilling division, marks the end of a relationship of almost 24 years' standing with Beaumont & Hohman.

CP&R will take over the account Sept. 1.

Last year Schilling's ad budget approximated $500,000 for media and $400,000 for sales promotion, with a total over-all ad department budget of approximately $1,500,000. The budget with which CP&R will work probably will be increased by 20% to 25%.

The decision in favor of the Cappel agency came after Schilling had invited formal presentations in May by CP&R and three other agencies. The four were selected from dozens of shops originally competing for the account.

Products being transferred to the Cappel agency include Schilling's

(Continued on Page 66)

Compton, Bates Win in Liquor Account Shifts

Compton Gets $4,000,000 in Seagram Billing; Bates Adds Black & White Scotch

NEW YORK, June 29—Compton Advertising wound up the big winner in an abrupt shuffle of liquor accounts this week, as more than $4,000,000 in Seagram business moved in, and $1,000,000 in Standard Brands (Black & White scotch) moved out.

Here's the rundown:

■ Compton acquired the following House of Seagram brands: Hunter, Carstairs, Paul Jones and Wilson whiskies, and General Wine & Spirits Co.'s Wolfschmidt vodka and Myers rum. These accounts were estimated to involve $3,000,000, and all have been handled by Doherty, Clifford, Steers & Shenfield. The new appointment will be effective Sept. 26.

Reason for the change: George P. MacGregor, new vp of advertising and merchandising for Seagram, said Seagram had long admired Compton's research, creative, marketing team and thought the brand realignment "in the best interest of House of Seagram brands."

Two days later, Browne-Vint-

(Continued on Page 73)

Armco Names Marsteller for $1,000,000 Account

MIDDLETOWN, O., July 1—Armco Steel Corp. today appointed Marsteller, Rickard, Gebhardt & Reed, Chicago, Pittsburgh and New York, to handle its corporate advertising and public relations, plus the product advertising and pr of Armco Drainage & Metal Products, a subsidiary company.

The selection of MRG&R terminates a 25-year relationship between Armco and N. W. Ayer & Son. Armco declined to say why the agency change was made. The

(Continued on Page 66)

Last Minute News Flashes

Bozell to Get Continental Air Command Program

NEW YORK, July 1—Bozell & Jacobs has been awarded the Continental Air Command Reserve motivation program, headquartered at Mitchell Field, for the 1961 fiscal year, pending approval by the Secretary of the Air Force. The account billed about $200,000 in the past fiscal year, ending today, at Benton & Bowles. Other finalists for the account were McCann-Erickson and Kastor, Hilton, Chesley, Clifford & Atherton. Meanwhile, the option on the Air Force recruiting account, awarded to MacManus, John & Adams last year, has been continued.

Gen. Parks Joins McCann; Seen as Stilson Successor

NEW YORK, July 1—Maj. Gen. Harlan C. Parks, who retired from the Air Force yesterday after 31 years of service, has joined McCann-Erickson as a general corporate executive. Gen. Parks will be in line to succeed Wilbert G. Stilson, exec vp and administrative boss of McCann, who plans to retire at the end of the year. For the past three years Gen. Parks has been in charge of worldwide administration of post exchanges for the Army and the Air Force.

McIntosh Resigns as Grant Exec VP

DETROIT, July 1—Lawrence McIntosh, exec vp in charge of domestic operations for Grant Advertising, has resigned after nine years with Grant. He told AA that he is not ready to announce future plans.

Additional News Flashes on Page 65)

Hartman Will Merge with Grey on Aug. 1

Merger to Bring Grey 'Several Millions' in New Account Billings

NEW YORK, June 30—L. H. Hartman, a Chicagoan who has operated a successful agency business here for nearly 30 years, will merge his shop into Grey Advertising Agency Aug. 1.

Mr. Hartman, who will move to Grey along with some of his employes, told ADVERTISING AGE today: "I'm 30 years older and my stamina is not the same." He also explained that he had not been in the best of health recently.

Mr. Hartman was injured in an automobile accident last year.

■ L. H. Hartman Co. has long been known as one of New York's most profitable small agencies. It has been closely associated with the liquor field and the merger will bring to Grey the Gordon's gin and Gordon's vodka accounts. Renfield Importers markets these brands.

The Gordon's business is estimated at $1,500,000. Among the other Hartman accounts are Gold Seal Vineyards, upstate New York wine producer; Grand Union Co., one of the nation's largest super-

(Continued on Page 66)

Media Must Behave More Responsibly, OAI's Coste Tells AAW Convention

Brower 'Sermon' Attacks 'Lethargy of Common Man' as Youth Peril

MEXICO CITY, June 30—More than 400 admen and adwomen from all over the West gathered here this week for the 57th annual meeting of the Advertising Assn. of the West.

■ Felix W. Coste, president, Outdoor Advertising Inc., urged that all media "keep pure." He said that some of the responsibilities which should be assumed by media are:

• To keep free of valid criticism which might lead to government restrictions.

• To accept only believable advertising.

• To learn not only the fundamentals but the current refinements of marketing.

"The more media understand marketing," Mr. Coste said, "the less tendency there will be to accept ads for which a medium is not designed. We in media must be able to counsel our advertisers, acknowledge our limitations, prove our contentions and win advertisers' respect."

Mr. Coste charged that, "with a few notable exceptions, media research standards in the context of present sophistication are about those of advertising 40 years ago. It is the conviction of not a few people who are uneasy about media studies that most of them are designed in advance to produce a somewhat specific result. I might even say a predictable result—a result that can be promoted.

■ "Media have got to take the gimmicks out of research," Mr. Coste asserted. "The most desperately, the most eagerly sought ingredient in our business is reliable information."

He accused newspapers of alienating advertisers with national advertising rates. "On the average," he said, "national advertisers pay 60% more than local or retail advertisers for daily space. This is precisely like a store which charges one customer 80¢ for a dozen oranges and the next customer $1.28 for the same oranges." He urged that "responsible newspapers . . . eliminate this national-local disparity."

Mr. Coste suggested a media conference on responsibility to study the various roles of media and make specific recommendations.

■ Charles Brower, president of

(Continued on Page 74)

Swift Switches Canned Meats to D-F-S from Mc-E

Derby Foods Conflict Seen as Cause; McCann Adds Swift Unit in N.J.

CHICAGO, June 28—Swift & Co. this week enacted two changes in its agency alignment.

• Swift shifted the advertising for its line of canned meats in the U.S. and Canada from McCann-Erickson to Dancer-Fitzgerald-Sample, effective Sept. 1. The account has been billing an estimated $250,000 and involves such products as canned hams, beef stew, vienna sausage, chili, spaghetti and meat balls and corned beef.

• It moved ads for one of its divisions to McCann-Marschalk.

■ Although Swift did not comment on why the canned meats switch was made, ADVERTISING AGE learned that the company is reactivating its canned meat line produced by Derby Foods, a Swift subsidiary, which has been a McCann client for many years.

The second move consisted of switching the advertising for Swift's Van Wagenen & Schickhaus division, Kearny, N.J., from Aitkin-Kynett Co., Philadelphia, to McCann-Marschalk Co., New York, effective July 1.

Van Wagenen & Schickhaus has done little or no advertising for the past two years, and before that had spent less than $20,000 yearly for ads, AA learned. Aitkin-Kynett, which had handled the account since 1944, reportedly resigned it two months ago.

■ The acquisition of the additional Swift business climaxed a profitable new business week for Dancer. The agency also landed the Simoniz account, with some $5,000,000 in billings (*see story on Page 1*).

Dancer's billings on Swift are now estimated at between $1,750,000 and $2,000,000. The agency entered the Swift picture two years ago when it acquired Pard dog food, Swift'ning, Jewel shortening and salad oil and commercial shortening (AA, April 14, '58).

Admiral Sets Push in Dailies for New Sets

CHICAGO, June 29—Admiral Corp. will use newspapers to promote two of its 23" television models as "political convention specials."

The two models in the Presidential series are the Washington, a table model priced at $200, and the Adams, a console priced at $250.

Admiral is running one 1,600-line newspaper ad in 85 major markets, to be followed by equivalent linage in dealer listing ads.

Henri, Hurst & McDonald is the agency. #

NEW—*This color page in the Philadelphia Bulletin by Fels & Co., Philadelphia, promotes a coupon offer and introduces Fels Naptha cleaner. Similar ads will run in Milwaukee, Pittsburgh and Toledo. Aitkin-Kynett is the agency.*

Campbell Shifts Part of Canadian Account to BBDO

Cockfield Had Held Soup Portion; Burnett Retains Remainder

TORONTO, June 30—Campbell Soup Co. Ltd. has awarded the advertising account of its heat-processed soups to Batten, Barton, Durstine & Osborn, ADVERTISING AGE learned exclusively today.

The account, estimated to total $1,000,000 in annual billings, had been at Cockfield, Brown & Co. for many years. In the U.S., BBDO has handled the company's soup advertising since 1954.

Leo Burnett Co. of Canada retains the rest of the Campbell advertising account.

The new account acquisition pushes BBDO's Canadian billings to an estimated $6,500,000 a year, compared with about $2,000,000 three months ago. The agency recently added Dodge, De Soto and Dodge truck advertising for Chrysler Corp. of Canada (AA, April 25) and the Canadian Pepsi-Cola account (AA, May 16). #

FTC Begins Massive Mail Probe of 'Special Event' Food Promotions

Documents, Sworn Statements Asked in Search for Co-op Abuse

WASHINGTON, June 30—The Federal Trade Commission is dragnetting the food industry in a mammoth investigation designed to clear the way for an industry-wide crackdown on discriminatory "special event" promotion allowances.

Hundreds of leading suppliers and chains are involved. It is impossible to estimate the number of cases which the commission expects to document in its investigation.

For the food industry drive FTC is using a newly developed "investigate-by-mail" technique. Each supplier or chain is required to submit sworn statements reporting all the co-op it paid or received for special promotions. The sworn statements must be supported with invoices and other documents.

Federal Trade Commission Chairman Earl Kintner has revealed that at least 113 suppliers of grocery store items are known to have participated in one or more special promotions and that some 205 chain and voluntary or cooperative organizations are involved in the investigation.

■ In testimony before the Senate small business committee, he said the commission has become increasingly aware of the practice in the food industry, according to which chains and voluntary groups solicit their suppliers for participation in special events, such as anniversary or birthday sales.

This participation usually takes the form of cash payments for advertising and promotional services, he told the committee. "In several instances," he testified, "it has already been determined that the recipients have not only realized enough money to cover the entire costs of promoting and advertising the special sales events, but have realized an excess which has, in effect, been pocketed as out-and-out profit."

The investigate-by-mail technique was first tried by FTC this spring in a survey of the Florida citrus industry. Using Section 6 of the FTC Act, which authorizes the commission to secure sworn reports on information that it wants, FTC asked citrus shippers about brokerage payments. So far it has issued 17 complaints as a result of this mail survey and has extended its investigation to 26 food chains implicated in the reports filed by citrus shippers.

■ Two standard questionnaires are being used in the promotional event dragnet. Each company gets 45 days to prepare its answer.

Each of the 205 chains and voluntary groups is required to submit a report listing each special event for which it solicited or received "anything of value" during the period, June 1, 1959-June 1, 1960.

For the three largest events, in terms of total payments received, the chains must list each affiliate or outlet that participated in the event, the cities where located, and the point from which the promoted merchandise reached it.

Chains are required to provide the name and address of each supplier who provided "a benefit," to describe the product involved, the brand name or names of each product, the amount of money or

(Continued on Page 73)

Moore Named Million Market Newspapers Head

NEW YORK, June 30—Warner R. Moore will join Million Market Newspapers July 6 as president, succeeding William B. Carr, who resigned after conviction on a charge of failure to file income tax. (*A profile of Mr. Moore appears on Page 68.*)

Mr. Moore, who has recently been president of his own company in Philadelphia, was president of Outdoor Advertising Inc. from 1955 to 1958. Earlier he was business manager of the *New York Herald Tribune* from 1951 to 1955 and advertising director of the *Philadelphia Inquirer* from 1938 to 1951. Earlier he was a salesman for Hearst Advertising Service from 1924 to 1938.

Warner R. Moore

The Million Market Newspapers board reelected F. Bourne Ruthrauff exec vp and general manager. Other officers in the top sales level are James Sykes, vp and New York sales manager; Everett Allen, vp and Chicago sales manager, and Robert Reiff, vp and West Coast sales manager. Million Market Newspapers members are the *Boston Globe, Milwaukee Journal, Philadelphia Bulletin, St. Louis Post-Dispatch* and *Washington Star.* #

Highlights of This Week's Issue

Advertising cost per car decreased 4% in 1959 from the alltime 1958 high, according to the ninth annual automobile study, prepared and presented in this issue by ADVERTISING AGE. *The story appears on Page 3 and the tabulation, listing sales, advertising investment and advertising cost per car, appears on Page 60.*

Simoniz Co. names Dancer-Fitzgerald-Sample to handle advertising for its consumer products, succeeding Young & Rubicam ..... **Page 1**

Humble Oil & Refining Co. begins test marketing of a new gasoline product and brand, Enco, in western Washington and western Oregon ..... **Page 3**

McGraw-Hill Publishing Co. appoints Curtis G. Benjamin chairman of McGraw-Hill Book Co., succeeding Donald C. McGraw, who continues as a director and as president of the parent company ..... **Page 4**

Studebaker-Packard Corp. appoints L. E. Minkel, former vp of Daystrom, Inc., to the new post of vp of marketing ..... **Page 4**

Tidewater Oil Co. introduces its new tire, with Dynapol tread, with an extended ad campaign in newspapers, tv, radio and the western edition of Life ..... **Page 6**

David G. Watrous, formerly account supervisor of Tatham-Laird, will join Earle Ludgin & Co. July 5, as vp and director, chairman of the executive committee and account supervisor ..... **Page 16**

George J. Abrams, president of Hudnut-DuBarry, division of Warner-Lambert Pharmaceutical Co., predicts the return of the specialty store and the rise of a new type of cosmetics called "charmaceuticals" ..... **Page 12**

John C. Mackie, Michigan state highway commissioner, calls compact cars "hazardous" and a "nuisance" ..... **Page 17**

Varied opinions on the role of advertising, plus several reports on how it works, are compiled in a new book, "The Role of Advertising" ..... **Page 22**

Marvin Zuckerman, of the Indiana University medical school's institute of psychiatric research, says that subliminal suggestion does produce some effect ..... **Page 24**

Plan International, a network of agencies in 12 European countries, decides against affiliating with the U.S.-based Affiliated Advertising Agencies Network ..... **Page 42**

New commercial tv station in Argentina, associated with the National Broadcasting Co., begins telecasting ..... **Page 50**

James O. Peckham, exec vp, A. C. Nielsen Co., says "competitive pressures from new or improved brands is largely responsible for the lost share of market in the toiletries field" ..... **Page 66**

National Better Business Bureau issues a list of recommendations for media to consider as a basis for copy acceptability of so-called "tanning" preparations ..... **Page 68**

Charles E. Hires Co. will enter the European market with its bottled soft drink for the first time this summer ..... **Page 68**

Fewer models will be offered in 1961 in the medium and top-price auto lines, with production of five models, now offered, being canceled ..... **Page 69**

Television networks make last minute preparations for the telecasting of the Democratic and Republican national conventions ..... **Page 72**

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NEW TOP—*Pepsi-Cola Co. is changing the legend on its bottle crowns to read simply "Pepsi" instead of "Pepsi-Cola" in line with the current ad theme of "Have a Pepsi."*

Florida Citrus Stays with B&B, Sets New Budget

LAKELAND, FLA., June 28—The Florida Citrus Commission yesterday indirectly shut the door—at least temporarily—on a proposal to split its $4,000,000-plus consumer advertising budget, as exclusively indicated in ADVERTISING AGE (AA, June 27).

The commissioners approved a resolution praising Benton & Bowles, which handles all consumer advertising, for a "good job" done over the past year. The resolution asked that B&B "be urged to do even a better job this year," which some sources close to the commission felt was a mild warning that the agency had better stay on its toes.

Just two weeks ago, Grant Advertising put on a presentation for the commission (AA, June 20). The agency asked that it be appointed to handle the fresh fruit portion of the consumer ad account, with billings of about $1,000,000, and that the rest of the account be left with B&B.

■ The commission deferred action on Grant's request until yesterday, primarily because it wanted to get a recommendation from the Florida Fresh Citrus Shippers Assn., a new group. A representative of the group told the commissioners yesterday that the group was not yet in a position to make a recommendation, but the spokesman said that the group will soon select an advertising advisory committee to work with the commission.

Homer E. Hooks, general manager of the commission, told ADVERTISING AGE that since the Grant presentation, he received inquiries from three or four agencies seeking to make presentations if the commission decided to split the account. He declined to name the agencies.

■ The commissioners approved a total advertising and publicity budget of $4,461,600 for the 1960-'61 year. The budget allots $4,080,000 for consumer advertising, $155,000 for medical advertising and public relations, $101,600 for consumer publicity and $125,000 for school publicity.

The commission's revenue is produced by a tax of 5¢ a box on oranges and tangerines and 6¢ a box on grapefruit. The commission's total budget for the coming year amounted to $7,048,180. #

Prof Finds Atlantic Plays for 'Keeps'

PHILADELPHIA, June 28—N.W. Ayer & Son relates this anecdote in its internal house organ to show the power of its ad campaign for Atlantic Refining Co.:

Dr. James E. Deese, professor of psychology at Johns Hopkins University, an expert on vocabulary and "free association," in an interview with the *Baltimore News-Post*, described the results of recent free association interviews.

"Most outstanding of all was the response to the word 'Atlantic'," the professor said; "60% said 'ocean'; 14% 'Pacific.' But there were 5% who responded with the word 'keeps.' Not being a tv watcher, I was surprised to learn that this was a slogan for Atlantic gasoline, which 'keeps your car on the go!' " #

Carter ANNOUNCES
THE NEW HIGH-ENERGY GASOLINE
ENCO EXTRA
A DISCOVERY OF
HUMBLE AMERICA'S LEADING OIL ENERGY COMPANY

ENERGETIC—*This two-color newspaper spread is being used by Carter Oil Co. to promote Humble's Enco brand in the Pacific Northwest. The color consists of the 5" "Enco" in the head and the underlined "en" and "co" in the subhead, which are red.*

Humble Oil Tests New Enco Brand in Western States

SEATTLE, June 30—A new gasoline product and a new brand name—Enco—are being given a market-test this summer in western Washington and western Oregon by Humble Oil & Refining Co. through its Carter stations.

The promotion, described by the agency—McCann-Erickson—as a saturation campaign that is to run into the fall, is the first in the nation in which Humble has used the Enco brand name. The name is derived from the first two letters of the words, "energy company," which are used as a description of Humble. Whether the brand name may be adopted elsewhere by Humble could not be determined here from officials of Carter or McCann.

The two gasolines, regular and extra, both under the Enco label, are described as containing a patented energy booster developed by Humble. Initial advertising carries the statement: "Carter announces the new high-energy gasoline, Enco Extra, a discovery of Humble, America's leading oil energy company."

■ The campaign broke June 10 with spreads in Portland and Seattle dailies, in which one of the two pages carried a second color; in other dailies in 24 markets in the populous sections of Washington and Oregon west of the Cascade Mountains, Humble used introductory pages in two colors. The schedule also uses radio, tv, taxi posters and outdoor in Portland and Seattle. In Seattle and Portland, outdoor is on a rotating basis; in other areas where Carter has been using 50 posters, an extra 50 have been taken for the Enco introduction.

Carter Oil Co. came into western Oregon and western Washington three years ago. Then a wholly-owned subsidiary of Standard Oil Co. (N.J.), Carter was pushing westward with distribution which already was strong in Montana, where it had a refinery at Billings and in eastern Washington.

■ Until the new push for Enco, Carter stations have been offering Carter regular and Carter extra gasoline. With the appearance of Enco, the Carter brand disappears here, but the station name remains unchanged. Whether the Enco brand will be extended to other Carter stations in the West is apparently a decision to be made after the present market test for Enco.

This week Foster Wick of the Chicago office of McCann-Erickson, account executive for Carter, and J. L. Deane, a vp of McCann-Erickson, New York, were checking results of the campaign in the Seattle and Portland areas. After visiting with dealers, Mr. Deane described the campaign as "going well." #

Ha! Colgate's Glad to Say Rapid Shave Cream's Not So Hot

PHILADELPHIA, June 28—The city law department has ruled that Colgate-Palmolive Co.'s Rapid Shave container does not violate the fire code, as contended by the fire department.

William J. Eckles, deputy fire commissioner, had told the company in May that the cans carry no warning that they contain a flammable propellant gas and thus violate the fire code. Colgate-Palmolive protested.

Jacob J. Siegal, chief counselor of the law department, ruled that the fire code provisions cited by Mr. Eckles apply to the storage and handling of highly flammable gases in bulk in large containers, not to the shaving cream cans. #

Klapperich Is Media Director

In reporting the election of three vps of Knox Reeves Advertising, Minneapolis (AA, June 13), ADVERTISING AGE incorrectly said that new vp Ralph Klapperich is an account executive and Robert T. Sturgis is media director. Mr. Sturgis is an account executive and Mr. Klapperich is media director.

London Joins Wilding

Mel London, previously executive producer at Transfilm-Caravel, has been named executive producer of the eastern division in New York of Wilding Inc., tv film producer.

ROGER A. PURDON, *senior vp of McCann-Erickson, has been appointed creative director of the agency's home office in New York.*

'59 Per-Car Ad Cost Dropped to $32.99

Auto Makers Spend More, Add Four New Compacts in Ninth Annual AA Study

CHICAGO, July 1—Ad cost per car was down 4% in 1959 from the all-time 1958 high. Total automotive advertising expenditures hit a new high, but new car registrations also climbed, hitting the highest level since 1955, according to the ninth annual ADVERTISING AGE study of the relationship between ad investments and car sales.

Per-car spending dropped to an average of $32.99 in measured media in 1959, 4% off the $34.52 reported for 1958. Of the 20 U.S.-made models surveyed, Studebaker's Hawk recorded the lowest per-car ad cost with a figure of $20.30, though Hawk was lowest in sales. In second place was the top seller, Ford with $21.23, and third lowest in cost car was the country's second biggest seller, Chevrolet with $23.63.

(Actually American Motors' English-made import, the Metropolitan, had the lowest ad cost per car with an average of $1.90.)

■ Most expensive from the advertising standpoint were Chrysler's Valiant, its compact make brought out in the fall of 1959, whose ads cost $285.93 per car, and the Imperial which put $136.63 per car into advertising.

Valiant

American Motors' Rambler which last year ranked 11th in total advertising expenditures, jumped to sixth place in 1959. Rambler expenditures in 1959 were $11,619,374, a sharp increase over the 1958 total of $4,872,862. Rambler's share of market likewise increased, from 4.27% in 1958 to 6.02% in 1959.

Rambler

Total measured-media ad investment for U. S. automobiles soared 21% to $179,167,845 in 1959 from the 1958 total of $147,819,407. Highest ad investment for a single car was $32,419,497 spent by Chevrolet. Ford claimed the next highest ad investment with $29,825,824. Advertising cost-per-car averages for both Chevrolet and Ford were down slightly from 1958.

■ New car registrations zoomed 27% in 1959 to 5,431,536 from 4,269,940 listed in 1958. The study this year covered 21 automobile brands, the highest number surveyed to date, with the addition of four new compact cars.

Final reading of the auto sales tote board put Ford in the winner's slot in 1959 car registrations, with 1,405,031. Chevrolet was in second place, with 1,371,742. Since ADVERTISING AGE launched the ad cost study in 1951 Chevrolet has been tops in sales each year with the exception of 1957 and 1959, in each of which Ford took the lead.

Falcon

Corvair

■ While 1958 saw some of the well-known cars like American Motors' Nash and Hudson and Studebaker-Packard's Packard car dropped from production, and 1959 saw the demise of Ford's Edsel, the automotive picture was brightened by the appearance of new compact cars. In September, 1958 Studebaker-Packard introduced its contribution—the Lark. In the fall of 1959 three more compacts followed: Chevrolet's Corvair, Chrysler's Valiant and Ford's Falcon. Despite their late entries, Falcon sales in 1959 were 63,420 with a per-car ad cost of $30.52, and Corvair sales registered 44,334, averaging $57.17. Valiant registrations

Lark

(Continued on Page 60)

Chrysler Unit Names Wichert Ad Manager; Cowhey to D'Arcy

DETROIT, June 29—James L. Wichert has been named director of advertising and sales promotion of the Chrysler & Imperial division of Chryser Corp.

He succeeds James C. Cowhey, who returns to D'Arcy Advertising Co., Cleveland, as a vp. Mr. Cowhey was named ad director of the division in August, 1958.

James L. Wichert

Mr. Wichert, formerly director of advertising and sales promotion for De Soto cars, another Chrysler Corp. product, first joined the company as a district manager in Flint, Mich., in 1946. In 1948 he was appointed Detroit regional manager and five years later was named director of advertising. In April, 1955, he assumed the additional responsibilities of sales promotion.

■ This will be the fourth time Mr. Cowhey has moved into D'Arcy. He started in the agency's St. Louis office after graduation from college in 1938, then returned after service in World War II. He left in 1948 to manage a Chevrolet dealership in St. Louis, but in 1953 he returned to D'Arcy.

In 1946 D'Arcy moved Mr. Cowhey to Detroit, where he headed the agency's office. The office was closed in April, 1958.

Chrysler said a successor to Mr. Wichert at De Soto would not be named immediately. #

Colbert Back as Newberg Resigns Chrysler Presidency

DETROIT, June 30—William C. Newberg quit as president of Chrysler Corp. today after only two months on the job. The company said "a difference of opinion on certain corporation policies" led to the resignation.

L. L. (Tex) Colbert, who moved to board chairman when Mr. Newberg succeeded him as president (AA, May 2), now resumes the presidency. E. C. Row has been renamed first vp, a position he relinquished when Mr. Newberg became president. #

Six Plead Not Guilty

Six of the seven men indicted by a federal grand jury on a charge of plotting to steal $90,000 worth of redeemable coupons from Colgate-Palmolive Co. pleaded not guilty. The seventh, grocer Stanley Mintz, did not appear in court, and a warrant was issued for him. The defendants are charged with selling the coupons to retailers as well as redeeming them direct from Colgate through the mails (AA, June 20).

Studebaker-Packard Names Minkel to New Marketing VP Post

SOUTH BEND, June 29—Studebaker-Packard Corp. today named L. E. Minkel, former vp of Daystrom Inc., vp of marketing, a new post. Heads of the present sales, advertising, sales promotion, marketing and parts and service groups will report to Mr. Minkel.

L. E. Minkel

Mr. Minkel first joined Studebaker in 1944 as a district sales manager in Los Angeles. In 1953 he moved to South Bend to direct merchandising, sales training and market research. He joined Mack Trucks in 1955 as vp and general sales manager, and in 1959 joined Daystrom, where he was in charge of advertising, promotion, executive organization and development.

Mr. Minkel's first assignment at Studebaker will be to launch an expansion of Studebaker sales and marketing, with emphasis on dealer operations, Harold E. Churchill, president, said. #

Carpenter-Proctor, Goold & Tierney Merge

Carpenter-Proctor, Newark and New York, and Goold & Tierney, New York, have merged, and Goold & Tierney is being operated as the New York office of Carpenter-Proctor. Mr. Goold has become a vp of Carpenter-Proctor, which has moved its New York staff to Goold & Tierney's offices at 103 Park Ave.

Goold & Tierney accounts which continue as accounts of Carpenter-Proctor are Copease Corp., First 3 Markets Group, General Public Utilities Corp., Jersey Central Power & Light Co., New Jersey Power & Light Co. and Nunn-Bush Shoe Co. This is Carpenter-Proctor's second merger; in September, 1959, it absorbed Rea, Fuller & Co., New York.

Avery-Knodel Boosts Harms

Marvin W. Harms Jr., an account executive in the Chicago office of Avery-Knodel, radio-tv station representative, has been named assistant director of tv sales for the midwestern states. Avery-Knodel also has named Bernie Kvale, formerly with National Advertising Co., to its Chicago radio sales staff.

Coca-Cola Boosts Chrane

Robert N. Chrane, assistant manager of the advertising department of Coca-Cola Export Corp., New York, has been named manager of the department.

McGraw-Hill Names Benjamin to Head Exploration of 'Non-Tradition Media'

He Also Succeeds McGraw as Head of Book Publishing Unit

NEW YORK, June 28—McGraw-Hill Publishing Co. this week named Curtis G. Benjamin chairman of McGraw-Hill Book Co., succeeding Donald C. McGraw, who continues as a director and as president of the parent company.

Succeeding Mr. Benjamin as president of McGraw-Hill's book operation is Edward E. Booher, exec vp since 1954.

Curtis G. Benjamin

At the same time, McGraw-Hill appointed Mr. Benjamin to vp of the parent company, with staff responsibility for new products and services. In an executive memo distributed this week, Mr. McGraw said that Mr. Benjamin, with the help of a still-to-be-appointed advisory committee, "will concentrate on prospects and proposals which are developing outside the direct interests of McGraw-Hill's magazine and book division."

■ "In short," Mr. McGraw said, "Mr. Benjamin will have responsibility for guiding McGraw-Hill in exploring and pioneering new media and new services that will have related importance and value to the customers of our present products and services." This, he added, will involve development and planning of "new, non-traditional media, systems, and services for the mass communication of technical, industrial and business information."

Mr. Benjamin said today that basically, "non-traditional media" involves the use of electronic computers and processing systems to disseminate information too technical or too unwieldy to be handled by normal publishing means.

Initially, McGraw-Hill's "fields of immediate interest" lie in these areas:

1. Automatic high-speed indexing of technical, industrial and business literature.
2. Mechanized catalogs and handbooks of technical design data.
3. Mechanized storage and retrieval systems for information in various fields of technology and industry.
4. Production and updating of bilingual dictionaries at high speed via electronically taped "word banks" and systems.
5. Mechanized directories of business and industry.

Mr. Benjamin noted that McGraw-Hill's non-conventional media will supplement books and magazines rather than supplant them. He said marketing of the various services will probably be on an annual "subscription" basis. He added that the program will probably get into full swing within two years. #

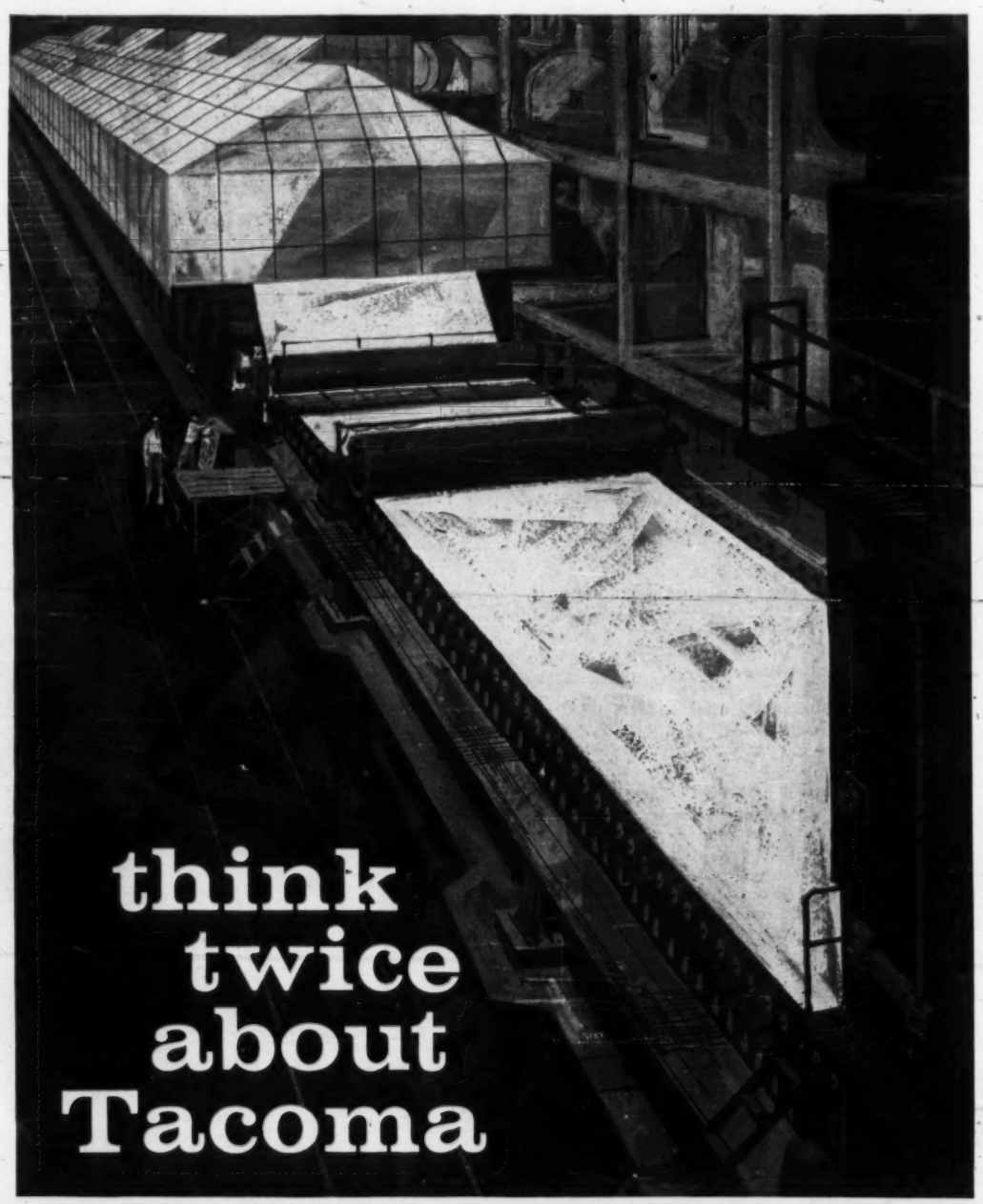
Pat Dolan Named to BBDO Board as Alex Osborn Retires

Patrick Dolan, president of BBDO International, has been elected to the board of directors of Batten, Barton, Durstine & Osborn. He replaces Alex Osborn, the "O" in BBDO, who has retired as vice-chairman of the board. Mr. Dolan merged his London agency, Dolan, Ducker, Whitcombe & Stewart, with BBDO last March.

Mr. Osborn, who was elected an honorary director of BBDO, co-founded the agency with Bruce Barton and Roy L. Durstine in 1917. He is widely known as the inventor of the brainstorming technique for producing creative ideas. He has made his headquarters in Buffalo for many years.

B&B Boosts Four

Benton & Bowles, New York, has elected three vps in the research department. They are Benjamin Lipstein and Frank Stanton, associate research directors, and Arthur H. Wilkins, director of advertising and developmental research. B&B also has elected Richard F. Casey, vp and director of research, a member of the board of directors.



where things are happening to keep business good . . . *and make it better!*

St. Regis Paper Company is spending $30 million to expand its Tacoma kraft-producing facilities—and that means another big boost in Tacoma's industrial payroll (now running more than $175 million per year!). Things *are* happening in Tacoma, to keep business good and make it even *better*.

So, when you're planning a promotion —*think twice about Tacoma*. First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? *Ask the man from Sawyer-Ferguson-Walker Company.*

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

How Do You Capture the World's Biggest Market?

You strike directly at its base, and deliver the strongest sales wallop you can.

The biggest market in the world is the huge $330 billion American Family Market. Its base is the never-ending stream of young men and women who get married—1,700,000 couples.

These young people are the crucial factor in the future of your business. They are deciding right now whether they want to buy your products, or not—for a lifetime.

Dozens of manufacturers of household products and packaged foods are capturing the huge Family Market by striking directly at its base with the help of the low-cost BRIDAL PAX program of Controlled Product Sampling.

Learn how successful they are, and what the program can do for you. Call IVanhoe 5-0660, or drop us a note.

BRIDAL-PAX, INC.

Controlled Product Sampling

25 Hempstead Gardens Drive, West Hempstead, N. Y.

Looking for faster turnover at Market Basket?

NEAL D. RAMSEY
President, Market Basket
Los Angeles, California
42 stores. $96,110,480 annual volume.

Let Mr. Neal D. Ramsey, President of Market Basket, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"THIS WEEK, more effectively than perhaps any other single medium, gives impetus to profitable turnover of regularly advertised goods. When we learn that a supplier has added THIS WEEK to his advertising schedule, we take steps to accommodate the increased demand that invariably follows."

Neal D Ramsey

NEAL D. RAMSEY

To move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Label, Additives Bills on Way to Becoming Law

WASHINGTON, June 29—Congress made it clear today that two landmark bills dealing with the labeling of household products and the control of potentially dangerous cosmetics will become law by the end of the session.

One bill, the Hazardous Substances Labeling Act (S. 1283), cleared the Senate and was sent to the White House for the President's signature. The other, color additives amendments to the Federal Food, Drug & Cosmetics Act (S. 2197), has passed both houses and awaits only reconciliation between the two versions of the bill.

■ The hazardous labeling bill, which updates the Caustic Poison Act of 1927, calls for manufacturers to warn on the label that the product contains "dangerous, caustic or corrosive" substances and to provide information for physicians in case of accidental injury. Sponsors of the bill say the act will include from 15,000 to 20,000 common household products which may be harmful and which are not covered under present laws. In its final form the bill omits drugs from inclusion in the hazardous labeling provisions.

■ The additives legislation vaulted over its most formidable congressional roadblock when it came out of the House interstate commerce committee earlier this month and passed the House last Saturday. Now the Senate must decide whether it wants to adopt stringent anti-cancer provisions which are contained in the House version.

The bill, which is an amendment to the existing Federal Food, Drug & Cosmetics Act, gives the Federal Drug Administration power to set tolerances for coal-tar additives which are toxic but non-cancer-causing, but the burden of proof for safety is put on the manufacturers.

■ The present law prohibits use of all toxic substances without regard to quantity. One result is that the FDA has been unable to fix any safe tolerances for products that contain toxic additives in harmless quantities.

An example is the lipstick industry. The FDA has proposed to ban 14 coal-tar colors vital to the industry's most popular shades on the grounds that they are toxic. The industry claims it uses the coal-tars in harmless amounts. But FDA protests that it is powerless to make an exception (AA, June 27). #

May Newspaper Linage Up

Media Records' check of newspapers in 52 cities showed total ad linage for May at 273,696,536 lines, up 3.7% over May last year. Linage for the first five months of the year totaled 1.1 billion lines, a 4.4% gain over last year. Biggest gains in May were reported in automotive (10.1%), retail (4.6%) and total display (4.3%). For the five months, automotive had the biggest gain (15.6%), followed by classified (7.4%) and retail and general linage, both up 4%.

GE Boosts William Troy

General Electric Co. has appointed William J. Troy advertising manager of the new sales and distribution department of its major appliance division in Cambridge, Mass. Mr. Troy formerly worked on the company's "Live Better Electrically" program.

Benefic Press Names Franz

Benefic Press, publishing division of Beckley-Cardy Co., Chicago, has appointed Alex T. Franz Inc., Chicago, as its agency.

SAFE, NOISELESS—*This page ad for Tidewater's tires with Dynapol tread ran in the Los Angeles dailies.*

Tidewater Ads Push Tire with Dynapol Tread

LOS ANGELES, June 28—Tidewater Oil Co. is introducing a new tire, with Dynapol tread, "the first great advance since tubeless tires," via an extended advertising campaign in newspapers, tv, radio and the western edition of *Life*.

According to J. Ronald Getty, Tidewater marketing manager, an editorial format will be used in print ads, and reportorial presentation for broadcast media, "because the Dynapol tread is dramatic news that doesn't require embellishment."

Initial advertising began this week in the four Los Angeles metropolitan dailies, each of which is carrying a page unit. To allow production of the new tire to catch up with anticipated demand, the main campaign will not begin until a two-page spread breaks in the western edition of the July 11 *Life*.

Concurrently, introductory insertions will run in three San Francisco dailies, and 19 other newspapers in 17 major western markets. Tv and radio commercials will be used on the news shows sponsored by Tidewater in most of these markets.

Plans also call for heavy promotion on Tidewater's extensive sports coverage of college football and basketball in the fall.

Foote, Cone & Belding, Los Angeles, is the agency. #

Simplicity Pattern to Publish 'Modern Miss' in February

Simplicity Pattern Co., New York, will publish the first issue of its new magazine, *Modern Miss*, in February. The digest-size magazine will be published four times annually in alternate food and fashion editions and will have a guaranteed minimum controlled circulation base of 2,300,000.

The magazine also will be bound in as a section of *Modern Teacher*, mailed to some 50,000 food and nutrition teachers in schools and 4-H groups. Ad rates are based on $5,520 per b&w page.

Two Join Katz Agency: Thomas Flanagan Retires

Katz Agency, national media representative, has named Joseph Fierro, formerly with N. W. Ayer & Son, Detroit, to its New York radio sales staff and Richard W. Epp, previously with Gardner Advertising Co., to its St. Louis tv sales staff.

Thomas J. Flanagan, for the past 20 years with Katz Agency, has retired from the St. Louis sales staff.

NOBODY CLIMBS ALONE ANYMORE

The "do-it-yourself" idea is great stuff for leisure, but it doesn't always work so well downtown.
In competitive give and take, it is necessary to delegate certain work to competent specialists, freeing you for forward planning. It's in this area that Jam Handy has built its reputation: arranging the implementation of sales meetings and devising hard-hitting group presentations of your ideas plus ours. Obviously, most firms cannot afford to maintain a full-time staff of communications specialists. More and more businesses are finding that The Jam Handy Organization does a top-flight job in this area at surprisingly moderate prices.
As we said, nobody climbs alone anymore. It's too slow. Call . . .

The **JAM HANDY** *Organization*

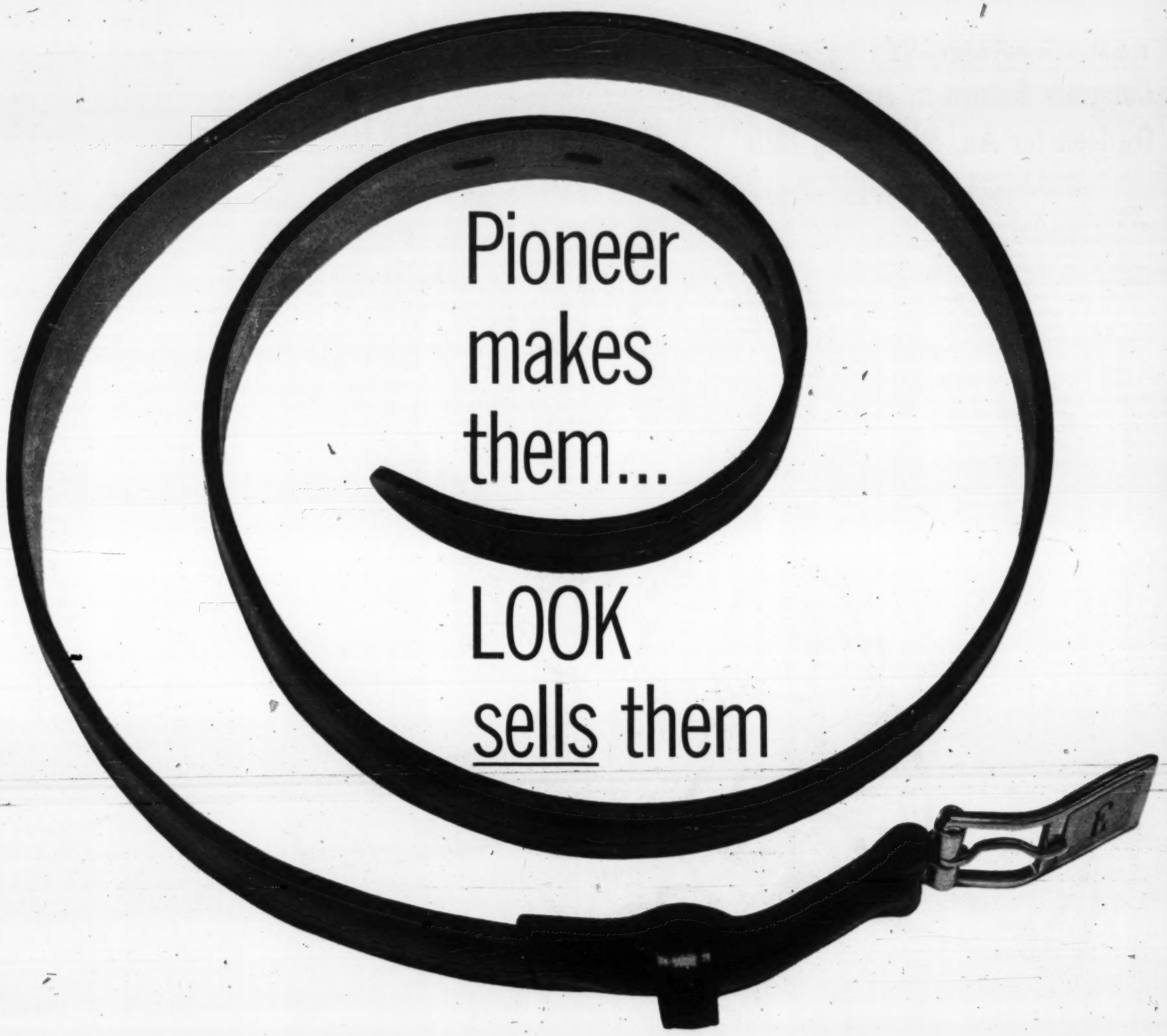
GROUP PRESENTATIONS OF IDEAS

MOTION PICTURES • DRAMATIZATIONS • PRESENTATIONS • VISUALIZATIONS • SLIDEFILMS • TRAINING ASSISTANCE

CALL NEW YORK, JUdson 2-4060 · HOLLYWOOD, Hollywood 3-2321 · DETROIT, TRinity 5-2450 · DAYTON, ENterprise 6289 · PITTSBURGH, ZEnith 0143 · CHICAGO, STate 2-6757.

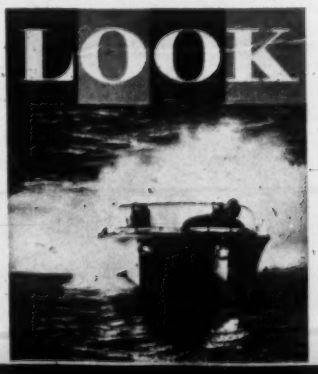
Pioneer makes them....

LOOK sells them



"We keyed a major part of our 1959 Christmas belt promotion to a magazine advertisement that ran exclusively in LOOK, and we had one of the biggest holiday selling seasons in our history," says Martin Master, Manager of Advertising and Sales Promotion, Pioneer Industries, Inc.

Pioneer Industries has advertised its men's wear accessories in Look Magazine every year since 1952. In 1959, LOOK carried more Pioneer advertising than any other consumer magazine. A full-page dealer-listing insertion in the December 22 LOOK, featuring the Stretchway belt with new Changeway buckle plaques, was credited with helping make Christmas 1959 a Pioneer sales record-breaker.



"Our LOOK ad started selling on the dealer level," reports Advertising Manager Master. "When we announced plans for the ad, so many dealers wanted to be listed—and they had to stock our belt in depth to be eligible—that we were forced to order a four-way geographic split run."

Consumer reaction? Says Mr. Master: "Retailers tell us people for miles around came into their stores, many of them with LOOK in their hands, looking for the new Pioneer belt. One dealer received a mail order, along with the ad, from Alaska! LOOK can take a bow for co-starring in one of the most successful promotions we ever had."

In the first quarter of 1960, *only* LOOK—among all major magazines—attained record highs in circulation *and* advertising revenue *and* advertising pages. One reason for this unmatched vitality is LOOK's outstanding ability to produce sales results. For **LOOK means sales.**

This Week in Washington . . .

Congress Return in August Alters Outlook for Ad, Marketing Bills

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 30—The decision to bring Congress back in August can change the outlook on many a legislative matter that appeared to be signed, sealed and ready to deliver.

In the adjournment rush, House and Senate leaders ordinarily parcel out the "must" legislation on a "take it or leave it" basis.

Now there will be more time for haggling.

Despite the grumbling over the leadership's decision, there is a great deal of admiration—on a strictly professional basis—for what many political experts regard as a titanic power play by the forces seeking to button down the Democratic nomination for Sen. Lyndon Johnson (D., Tex.), the majority leader.

▪ Many of the special interest groups which have legislation stalled until the August session will have considerable say about the outcome of the Democratic convention. Sen. Johnson could come away from that convention with a special incentive for whipping through important legislation in such fields as education, minimum wages and health insurance.

Whatever the fate of Lyndon Johnson—and the important "must" legislation which will probably share this fact with him—the very fact that the Congress will return is already shifting the odds on a number of matters of special interest to advertising and marketing:

Harris "Anti-Payola" Bill: When Congress thought it was racing for home, this bill was scheduled for a quick conference, with Senate acceptance of much of the House bill.

Now there's a temptation for the Senate committee on interstate and foreign commerce to take a closer look. It may want to learn more about the fears of broadcasters, who say that the Federal Communications Commission shouldn't be entrusted with authority to levy fines and suspend licenses.

Postal Rates: While there's life there's hope, so far as Postmaster General Summerfield is concerned. He has no chance of getting a rate bill out of the House post office and civil service committee. But there's still the possibility that he could parlay a veto of the federal pay raise bill into a combination pay-rate bill.

Early this week there were at least three different forecasts on the outlook for a rate bill, all based on the events that are to take place after a Presidential veto of the 7½% federal pay increase passed by Congress earlier this month.

One school of pessimists anticipated that there would be enough votes to override the veto in the House, but that the veto would be sustained in the Senate. They anticipated a squeeze play, with the House passing a new, scaled down 5% or 6% pay increase. In the Senate, Sen. Everett Dirksen (R., Ill.), the minority leader, would tack on postal rate increases for first, second and third class mail. And about the same time that congressmen headed for the airports and the railroad station, Mr. Summerfield's combination pay and rate bill would reach the President's desk.

A second twist on this particular theme casts Sen. Lyndon Johnson (D., Tex.) as the champion of the mail user groups. According to this analysis, the crafty majority leader would hold the vetoed 7½% pay bill to the final minutes before adjournment, and put it before the Senate on a "take it or leave it" basis. As the curtain went down, the senators would rise above principle, and vote to override the veto. Thus the pay bill would pass just as the organized federal workers want it, and there would be no chance for Sen. Dirksen to do Mr. Summerfield's bidding.

Finally there's a third school, and these are the people who are particularly upset by the decision to bring Congress back in August. As they figure it, there are already enough votes in both the House and Senate to override a veto of the 7½% pay increase bill. They fear their votes will erode if a showdown is postponed.

▪ **Earl Kintner:** His nomination for a new seven-year term on the Federal Trade Commission has been gathering dust in the Senate committee on interstate and foreign commerce since last spring. Democratic leaders piously explain that there is no need to act because the term does not expire until September, and he will be able to remain in office until a successor—which could be Kintner himself—is selected and confirmed next year.

In the past few days there have been signs that some senators are not entirely happy about the hands-off treatment that Chairman Kintner has received from the Democrats—or from the Senate Republican leadership.

When it appeared that the Congress would quit without any further attention to the Kintner nomination, they were on the verge of raising the issue on the Senate floor.

Now that the senators are to return in August they have postponed their revolt. They hope there will be more opportunity for the leadership of both parties to reconsider their efforts to get partisan advantage from jockeying over the Kintner nomination.

▪ Democrats have followed normal and unimaginative political instincts by holding up the nomination, because they want to put a Democrat in that job in January. Kintner's friends have been trying to make the point that the net gain for Democrats in unseating Kintner would only be one job for one Democrat, while the gains in terms of public appreciation of their sportsmanship could be substantial.

Since the commission deals exclusively with legal issues, presumably the political lineup at FTC is of no significance so far as its policies are concerned. Its decisions would be the same—whether composed of three Republicans and two Democrats—or three Democrats and two Republicans. Surely no one would profess otherwise.

▪ There is some patronage to be had at FTC, in the way of top staff appointments. Democrats—assuming they got the White House—could capture these simply by designating one of the Democratic commissioners as chairman.

While the motives of the Democrats are clear—if not necessarily lofty—the big unanswered question is the passive role of the Republican leadership. So far there are no signs that it has raised a finger in behalf of this largely non-political nominee. This treatment of a dedicated public servant will hardly be condoned by the public. But if the Republicans haven't made a fight in his behalf, how can they hope to profit by it later? #

WAVE-TV Viewers Have
28.8% MORE WRECKS!
(therefore need new automobiles today, NOT tomorrow!)

From sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky. All this extra *viewing* just automatically means extra *buying!*

WAVE-TV costs less per 1,000 than any other station around here. Much less! Don't just sit there and *doubt* it. Ask us or NBC Spot Sales for the proof!

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

An open letter to those people interested in the movement of grocery merchandise

Among the Operators that sell Family Circle at their checkouts:

- Safeway Stores
- Kroger Stores
- American Stores (Acme Super Markets, Nu-Way Supermarkets)
- National Tea (National Food Stores, Miller Super Markets)
- Food Fair Stores
- Winn-Dixie Stores
- First National Stores
- Grand Union Stores
- Colonial Stores
- Jewel Tea (Eisner Grocery)
- ACF-Wrigley Stores
- Loblaw (Buffalo)
- Loblaw Groceterias
- Stop & Shop (Mass.)
- H. C. Bohack Stores
- Red Owl Stores
- Steinberg's, Ltd.
- Lucky Stores (Cardinal, Big Bear, Food Basket, Jim Dandy, Hiram's)
- Weingarten Stores
- Mayfair Markets
- Thorofare Markets
- Fisher Brothers
- United Purity Stores Ltd. (Canada)
- Thriftimart
- Von's Grocery
- Market Basket Stores (Mass.)
- Shopping Bag Food Stores
- Publix Super Markets
- The Market Basket (California)
- Fox Markets
- Daitch-Shopwell Markets
- Furr's
- Alpha Beta Food Markets (Raisin Markets)
- Food Giant Markets
- J. S. Dillon & Sons Stores (King Soopers)
- Big Bear Stores
- H. E. Butt Grocery
- Food Mart (Worth Food Markets)
- Elm Farm Foods
- Fred Meyer
- Dilbert Quality Super Markets (Big Ben Markets)
- Eagle Food Centers
- Hinky Dinky Stores
- A. J. Bayless Markets
- Star Markets
- Ralphs Grocery
- Alterman's Big Apple
- Tradewell Stores
- Associated Food Stores
- H. G. Hill Stores
- Weis Markets
- Giant Eagle Markets
- Hill Grocery Stores
- King Kullen Grocery Stores
- Almac's
- Eberhard Foods

Our local Divisions are constantly seeking good locations for new stores. That is one reason for your unique circulation. Bob Magowan

ROBERT A. MAGOWAN
President
Safeway Stores, Inc.

P.K.
Kroger funds advertising in Family Circle most effective.
Joe

JOSEPH B. HALL
President
The Kroger Co.

And we consider F.C. of prime importance in helping us to increase our share of sales.
Paul J. Cupp

PAUL J. CUPP
President
American Stores Co.

FAMILY CIRCLE MAGAZINE
25 WEST 45th STREET, NEW YORK 36, NEW YORK

PALMER K. LEBERMAN, Publisher

Family Circle offers you an unusual opportunity to concentrate your advertising on a specific group of active shopping housewives. Family Circle distributors select their locations based on buying power and population. Therefore, Family Circle's circulation through these outlets is scientifically planned for you.

Although the 20,000 supermarkets selling Family Circle represent less than 10% of total grocery stores, they account for 44% of total U.S. food sales. Therefore, the customers of these stores are your most important market.

Dr. Ernest Dichter has just completed the largest motivational study ever done for a publication. It shows that:

1. Housewives read Family Circle not for entertainment but as a handbook on homemaking.
2. These housewives identify themselves with Family Circle and believe in it implicitly.
3. This belief is transferred to the advertising pages. Over 40% of those interviewed volunteered the fact that they placed items on their shopping list directly as a result of reading Family Circle.

Because so many of their customers buy Family Circle, our distributors realize that it exerts a powerful influence on their sales. That is why Family Circle is the only woman's magazine displayed on the cash registers of their stores.

Well over half of Family Circle readers do not receive any of the other women's magazines and 60% do not receive the 3 weekly magazines. Thus if you believe that active supermarket shoppers are an important market for you, then Family Circle should be your primary medium for the movement of grocery merchandise.

Cordially,

PKL:gc

Palmer K. Leberman

P. S. I would be happy to send you a copy of the Dichter Report. Just write to me.

They use it as a handbook for shopping, too!
Tom Butler

THOMAS C. BUTLER
President
The Grand Union Company

The fact that more than a quarter of a million copies of your magazines are sold in our stores every month indicates that housewives have faith in Family Circle
Adrian

ADRIAN O'KEEFFE
President
First National Stores Inc.

Our buyers pay particular attention to quality products advertised in Family Circle—they know those products will pay off at the cash register.
Joseph Seitz

JOSEPH SEITZ
President
Colonial Stores, Inc.

Is there any question about it?
Harley V. McNamara

HARLEY V. McNAMARA
President
National Tea Co.

We have had a very fine experience with items featured in Family Circle
Bill Kent

WILLIAM J. KENT, JR.
President
H.C. Bohack, Inc.

NOTE: Publisher's estimate second quarter circulation average: 5,300,000
Publisher's forecast fourth quarter circulation average: 5,700,000

NAAN Members Get 9% of Income From New Billing

Client Wants Agency to Earn Fair Profit, Swink Tells Network Meeting

OSTERVILLE, MASS., June 28—New billing accounted for an average of 9.4% of the 1959 operating income of members of the National Advertising Agency Network, a management conference heard last week.

The report showed that the average network member had a gross operating income of $314,057 in 1959; of this total, the average member derived $29,556 from accounts obtained since Jan. 1, 1959.

John F. Wilson, president of Carr Liggett Advertising, Cleveland, presented the data.

The 32 member agencies of NAAN increased their total billings 20.4% last year. The agencies billed $66,163,230 in 1959, compared with $54,918,959 in 1958. During the same period, media billings jumped from $35,865,000 to $40,392,000, a gain of $4,526,000, according to Oakleigh. R. French, managing director of the network.

■ Howard Swink, president of Howard Swink Advertising, Marion, O., told the group that agency profits are of concern to a client.

"If profit is excessive [over 4% of billing], the agency must find and provide additional services to offer the client," he said. "If the profit is below 4% of billing, the agency should present a year-end statement to the client and suggest a method of increasing agency income.

"Clients want to know if you are earning a fair profit on their account as much as you do," Mr. Swink continued. "And they also want to know if they are getting full service for the income the agency receives in commissions and fees.

"An agency should always have full knowledge of what services each client is receiving, what each client is paying for the services, and what profit and loss ensues."

■ Robert Luckie of Robert Luckie & Co., Birmingham, was named chairman of the NAAN steering committee. Other new committee members appointed are Howard C. Caldwell, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis; David Hume, Hume, Smith Mickelberry Advertising, Miami; Henry Kaufman, Henry J. Kaufman & Associates, Washington, and David U. Ullman, Ullman Organization, Philadelphia. #

New Fels Bottle Bows

Fels & Co., Philadelphia, is introducing a new pink polyethylene bottle for its Fels liquid detergent in Philadelphia, with plans to introduce it nationally soon. The bottle will replace cans. Promotion of the new container will be by mention in its current schedule of radio and tv spots and color and b&w newspaper pages, which also feature other Fels products. Aitkin-Kynett Co., Philadelphia, is the agency.

Penberthy to Gray & Kilgore

Penberthy Mfg. Co., Prophetstown, Ill., manufacturer of liquid level gauges, ejectors, injectors and sump pumps, has appointed Gray & Kilgore, Detroit, to handle its advertising. Penberthy, division of Buffalo-Eclips Corp., recently moved its sales and safes engineering offices to Detroit. Comstock & Co., Buffalo, N.Y., is the former agency of record.

Watrous Rink Ludgin Wells Willmarth

LUDGIN EXECS—*New man in Earle Ludgin's management picture is David Watrous, vp and executive committee chairman. Others are Earle Ludgin, chairman of the board; John W. Willmarth, president; George A. Rink, vp and general manager, and Hugh Wells, creative vp.*

Wipe Out Outdoor, 'Harper's' Editor Urges Ad Folk; Ad Council Asks, 'Why Should We?'

NEW YORK, June 28—John Fischer, editor of *Harper's Magazine*, urged the ad industry today to take the lead in a campaign to wipe out outdoor advertising.

Writing in the July issue, Mr. Fischer suggested that industry groups—like the Advertising Council—should start a "crusade to clean up the American landscape and to clean its own house at the same time.

"The billboard companies represent only a small fraction of the advertising business, but they bring down untold resentment on the whole industry," he continued.

"If the big, responsible agencies —which traditionally have prided leadership in the advertising field —were to take up the fight for anti-billboard legislation, they would win the gratitude of millions; and in the process they might improve remarkably the tarnished image of their profession."

■ Meantime, the Ad Council, commenting on the Fischer editorial, said the outdoor industry "has donated millions of dollars of space to our public service campaigns. Why should we slap our friends in the face?"

(For a discussion of this subject, see editorial on Page 20.) #

All-Jersey Dairy Group Votes to Retain Beaumont & Hohman

FRESNO, CAL., June 30—Members of the National All-Jersey Inc. organization have approved Beaumont & Hohman, San Francisco, as their advertising agency for the eighth consecutive year.

A rapidly-growing advertiser, All-Jersey's history has been closely allied to B&H since development of the program in 1952, when a corporation was formed by the American Jersey Cattle Club, Columbus, O., to create a greater market for milk produced by the Jersey herds owned by members of the club.

More than 40 dairies throughout the country have joined the program.

The agency creates and places All-Jersey advertising for these individual distributors in all media, as well as all advertising, point of sale, folders and visual sales aids distributed through the All-Jersey organization.

■ "The acceptance of the All-Jersey brand during the past 1½ years has been phenomenal," said Tom Sawyer, president of the organization, "and we are now anticipating a major expansion of the organization."

He added that new distributor additions "will soon place All-Jersey in a position where national advertising media can be utilized effectively to augment the present territorial advertising of the distributors." #

Smythe Succeeds Ward as Ad Director of Geyer-McAllister

NEW YORK, July 1—John M. Smythe, formerly vp in charge of the Chicago office, has been advanced to senior vp and advertising director of Geyer-McAllister Publications. Mr. Smythe, who will now work out of New York, succeeds Hugh J. Ward, who retired yesterday, but who will continue with the company in a consulting capacity.

Geyer also named Arthur Hutchison, formerly a salesman, to be manager of the Chicago office.

Arthur P. Hibbard and James E. Neary Jr., vps in charge of advertising on *Gift & Art Buyer* and *Office Management & American Business*, were appointed to the additional posts of publication managers of the books.

Robert M. Smith, editor of *Office Management & American Business* and editorial director of the company's other publications, was named a vp. #

Milwaukee Club Elects Slater

Robert C. Slater, Slater-Rost Studios, has been elected president of the Milwaukee Ad Club. Other new officers are Eugene P. Lawler, Bert S. Gittens Advertising Agency, 1st vp; Winston C. Williams, Blackhawk Automotive Division, 2nd vp; Donald S. Deedrick, Milwaukee Gas Light Co., secretary, and Sam F. Greco, Harley-Davidson Motor Co., treasurer.

K&E Names Cowen, Herbert

Jerome J. Cowen, formerly with Cunningham & Walsh, has joined Kenyon & Eckhardt, New York, as vp and account supervisor. Edward W. Harbert II, formerly an account executive on the Pepsi-Cola account at K&E, has been named to the new post of account executive in charge of corporate public relations.

Watrous Joins Ludgin as Exec Committee Head

CHICAGO, June 30—David G. Watrous, formerly account supervisor at Tatham-Laird, will join Earle Ludgin & Co. July 5 as vp and director, chairman of the executive committee and account supervisor.

At T-L he was supervisor on the Butter-Nut Foods Co. and Wander Co. (Ovaltine) accounts.

Mr. Watrous had been with Dancer-Fitzgerald-Sample and had served as advertising director of Parker Pen Co., Janesville, Wis., before joining Tatham-Laird in 1952. (Parker moved to Tatham-Laird, in 1955 after 12 years at J. Walter Thompson Co.). He left T-L to join Benton & Bowles, New York, in 1957, and returned to Tatham in 1959 (AA, Feb. 16, '59).

■ As chairman of the executive committee at Ludgin, Mr. Watrous succeeds Ralph Whiting, who left the agency in April to join the Chicago office of Young & Rubicam (AA, April 25). #

Swanson Elected Club Head

Harold Swanson, *Rock Island Argus* and *Moline Dispatch*, has been elected president of the Illinois Daily Newspaper Markets. Also elected were Richard Kennedy, *Waukegan News-Sun*, vp and Charles West, *Peoria Journal-Star*, secretary-treasurer.

Lever Appoints Two

Lever Bros. Co., New York, has appointed Patrick T. Connoly, formerly with Kenyon & Eckhardt, a product manager in the food division and Toby Schreiber, previously with Benton & Bowles, a product manager in the Lever division.

DDB Names Two to Copy

Doyle Dane Bernbach Inc., New York, has appointed Wendy Ewer, previously with Papert & Free, and David Herzbrun, formerly promotion director for the CBS Radio-owned stations, to its copy staff.

Erhardt Joins 'McCall's'

Warren R. Erhardt, formerly associate media director of Fuller & Smith & Ross, has joined *McCall's*, New York, as administrative manager of the advertising-sales department, a new post.

Corvair TV Ad Is Top Winner at Venice Festival

VENICE, June 28—A Campbell-Ewald commercial for the Corvair, shot against the ski slopes of Aspen, Colo., won the "Grand Prix de la Television" in the seventh annual International Advertising Film Festival held here.

The Corvair commercial, produced by Alexander Film Co., triumphed over 583 other entries in the television field.

In the cinema category, the "Grand Prix" was taken by a movie theater film for Philips lighting equipment, entered by a Danish agency, Gutenberghus Reklame. There were 512 entries in the cinema field.

Two producers shared honors here for their multiple entries. In the tv field, Playhouse Pictures, Hollywood, was awarded the "Coupe de Venise" for winning the greatest number of awards. The comparable award in the cinema field was won by the well known Dutch producer, Joop Geesink's Film Productions "Dollywood."

■ In the eight different television categories, U.S. commercials won six first prizes. These winners were:

- **Doyle Dane Bernbach Inc.**; for Utica Club beer, produced by Farkas Films.
- **Alexander Film Co.**, for Dodge automobiles; Grant Advertising.
- **McCann-Erickson**, a calypso commercial for Nestle's Decaf coffee, produced by Robert Lawrence.
- **D'Arcy Advertising**, packaging commercial for Olin Mathieson Chemical Corp., produced by Playhouse Pictures.
- **Playhouse Pictures** commercial for Ford dealers of Southern California; J. Walter Thompson Co.
- **Playhouse Pictures** commercial for Kaiser foil, produced with Freberg Ltd.; Young & Rubicam.

The two other tv first prizes were won by British producers:

- **Gibbs** toothpaste commercial, produced by Anglo-Scottish Pictures, with Young & Rubicam, London.
- **Spratts** dog food ad, produced by T.V. Cartoons Ltd.; with Dixon's West End Advertising Agency.

■ In the 10 different cinema categories, French producers took four of the top prizes. A stranger to the winner's circle was the Israeli agency, Tal & Ariely, which entered a film, "At the Luna Park," for Lindol insecticide.

Some 1,000 delegates from 30 countries attended the festival. The largest number of entries, 314, came from Britain. Although it had the second largest number of entries, 197, Germany failed to take any first prizes here. France was represented by 156 films, Italy 136 and the U.S. 88. #

Reach, McClinton Names Five

Reach, McClinton & Co., New York, has promoted Herman Raucher to copy director. Mr. Raucher, formerly associate copy director, succeeds Ralph Rosenberg Jr., who has resigned. Reach, McClinton also has named Barbara Shiers an art director, Charles Havens and Victor Vizbarra assistant art directors and William Knobler to the research department. Mrs. Shiers formerly was with Thalhimer's department store; Mr. Havens was with E. A. Korchnoy Ltd.; Mr. Vizbarra is a graduate of Pratt Institute; Mr. Knobler formerly was with Doyle Dane Bernbach Inc.

Wheeler Joins WHDH

Harry Wheeler, who formerly had his own radio-tv station representative company, has been named to the new post of local sales manager of WHDH and WHDH-TV, Boston.

The unwanted, blade-like pattern on a radar screen is called "grass."

Grass obscures the beam trace, interfering with clear reception and understanding of the message.

Fairchild's 813 news-staffers the world over cut the grass from the pages of Electronic News. They report all the electronic industry's technical and business developments in a terse, clean and highly readable fashion.

Every week, engineers and executives benefit by this grass-free panorama of electronic news —in Electronic News.

grass

grass

grass

Congress' Hiatus Gives Senators Chance to Probe Anti-Payola Bill

Pastore Indicates Committee to Scrutinize FCC Penalty Provisions

WASHINGTON, June 30—The decision to bring Congress back in August will give broadcasters an unanticipated opportunity to get in some additional licks at the broad new radio-tv legislation which is expected to become law before this session of Congress finally ends.

The bill rocketed through the House by an overwhelming vote Tuesday and was scheduled for quick Senate action under a timetable which assumed that Congress would wind up its work before the Democratic convention.

When the congressional leadership announced yesterday that Congress will have to return on Aug. 8, the Senate committee on interstate and foreign commerce promptly decided that it will have some hearings on portions of the bill which have been under heavy attack by broadcasters.

Sen. John O. Pastore (D., R.I.), chairman of the communications subcommittee, told the Senate the committee wants to get testimony on sections which give the Federal Communications Commission authority to levy fines or order temporary suspension of stations which violate commission rules. Members of Congress have received a wave of protests against these sections from station operators throughout the country, and several unsuccessful efforts were made during House debate to take them out of the bill.

■ He did not indicate any Senate interest in modifying the anti-payola sections of the bill. Under these sections, a whole new set of rules is in the offing to control the use of broadcast plugs.

Program producers and broadcasters benefit from a narrower definition of "payola" which eliminates the need for on-the-air disclosure when free props are accepted for incidental use in broadcast scenes.

On the other hand, stringent penalties are provided for failure to make on-the-air announcement if "payola" is involved. Indirect conflicts of interest, such as stock ownership, would be outside the range of the new payola proposals; but the Federal Communications Commission would be expected to adopt regulations singling out situations where key personnel will be expected to make a public disclosure of stock ownership or other indirect interests in any product or service which would benefit from "exposure" on the air.

■ The anti-payola proposals were part of a broad bill covering many of the recommendations stemming from three years of radio-tv investigations by the subcommittee on legislative oversight.

Groundwork for the bill, which also gives FCC an arsenal of new weapons to use against erring broadcasters, and tightens up on FCC licensing procedure, was the work of Rep. Oren Harris (D., Ark.), chairman of the subcommittee on legislative oversight and the House committee on interstate and foreign commerce.

During a two-day floor debate this week, however, the spotlight was held by Rep. John Bennett (R., Mich.), ranking minority member of both committees, who contended that a radio-tv bill which fails to provide for the regulation of networks is "a sham."

■ Although payola provided the major momentum for the new radio-tv legislation, the new payola idea came up only briefly during the debate. Most of the controversy centered around the omission of network regulations, and the inclusion of tough new power permitting FCC to fine or suspend stations involved in rule infractions.

Rep. Harris discussed the impact of the new payola rule on a situation where a game manufacturer uses the name of a leading movie or tv star, under an agreement requiring the star to mention the game on the air.

■ Ordinarily, this kind of a situation would have to be disclosed on the air, he said. If the star merely owned stock in the company making the game, it would not come under the payola law, he continued. But it might come under rules which FCC is supposed to issue calling for public disclosure of indirect interest "which leads to practices contrary to the public interest."

Rep. Bennett made two unsuccessful attempts to add network control to the bill. He chided Rep. Harris for omitting it, charging that the bill cracks down hard on stations, and lets networks, which are responsible for 70% of the tv programming, remain unregulated.

■ Noting that networks originated the rigged quiz shows, Rep. Bennett declared, "This is a case of punishing the innocent for the acts of the guilty. How perverted can our notion of justice get? If we pass this bill," he argued, "we will take off the heat which has been built up by three-and-a-half years of investigation. It will be said, and the radio-tv networks will do their best to spread the word, that all the evils have been cured by this bill. The public may swallow this story and that will be the end of any reform legislation."

Rep. Harris contended that more hearings were necessary before the committee on interstate and foreign commerce will be able to decide whether control of networks is practical or necessary. His supporters warned that efforts to tie network control into the bill might result in no bill at all. #

Liquor Ad Spending in Dailies Is Up 13% in 1st Quarter: BofA

NEW YORK, June 28—Liquor advertisers invested $8,101,000 in national newspaper advertising in the first quarter of 1960, a 13% increase over the $7,147,000 invested in the same period a year ago, according to a Media Records report prepared for the Bureau of Advertising, ANPA.

Biggest increase was for Canadian and scotch whisky advertising, up 93% and 73% respectively. Expenditures for gin dropped 20%, and vodka was off 4% from the first quarter of '59. The figures follow:

Liquor Type	1960	1959	change
Leading spirit blends	$1,903,000	$1,585,000	+20%
Leading bonded bourbons and combination bourbons	1,311,000	1,231,000	+ 6
Leading straight bourbons	883,000	874,000	+ 1
Scotch	876,000	506,000	+73
Canadian	701,000	363,000	+93
Vodka	346,000	362,000	— 4
Gin	184,000	230,000	—20
All others	1,897,000	1,996,000	— 5
Total	$8,101,000	$7,147,000	+13%

NEW—*Departing from its famous, multi-type "Le Car Hot" ad series, Renault will start a new campaign in July with this L-shaped "spread" in the July 16 issue of The Saturday Evening Post and the August McCall's. A bleed-page adaptation will run in the July 11 issues of Life and Newsweek, the July 18 issue of Time and the September issue of Playboy. Succeeding ads will appear in Holiday, Sports Illustrated and This Week Magazine. Needham, Louis & Brorby is the agency.*

Step Proposed by ABC Ends Chance of Single Audit: Wilt

NEW YORK, July 1—The recent proposal by Audit Bureau of Circulations to eliminate the reporting of free circulation figures in business publication publishers' statements (AA, June 25) kills any chance for the establishment of a single audit by ABC and Business Publications Audit, Harold A. Wilt, associate media director of J. Walter Thompson Co., charged today.

Mr. Wilt, who is chairman of the media practices committee of the Assn. of Industrial Advertisers, told ADVERTISING AGE that he was not surprised at the ABC move. "All of this talk about a wedding of the two into a single audit is all down the drain now," he said.

He added that the unpaid circulation totals which the ABC now proposes to eliminate "did not mean anything anyway—and I've told them so many times. We're not interested in how much circulation is free. We want breakdowns by industry classification."

■ Mr. Wilt said that BPA now has an opportunity to go ahead on its own and provide standardized breakdowns of circulations. This, he insisted, was the main problem.

"It's a long drawn-out affair," he said. "In the fall we plan to use one industry as a guinea pig and try to get some standardization. But that's only one industry. My children and grandchildren can finish up the job."

Howard G. Sawyer, vp of Chirurg & Cairns and chairman of BPA, said: "It seems the ABC has reversed itself, although I understand this is still not an official rule. Well, we audit them both—paid and free—and if anyone is looking for a single common audit now, they can come to BPA. We do it."

■ In a letter to members this week, Associated Business Publications reportedly asked members to study the latest ABC action, and to express their opinions in writing to W. D. Littleford, Billboard Publishing Co., and Thomas B. Haire, Haire Publishing Co., members of the ABC board of directors.

Banks Joins C&W, Chicago

Gilbert E. Banks, formerly brand manager of canned meats at Armour & Co., Chicago, has joined the Chicago office of Cunningham & Walsh as an account executive.

Abrams Cites New Product Category —'Charmaceuticals'

BALTIMORE, June 28—The return of the specialty store and the rise of a new type of cosmetics called "charmaceuticals" were predicted today by George J. Abrams, president of the Hudnut-DuBarry division of Warner-Lambert Pharmaceutical Co.

Addressing the annual convention of the Maryland Pharmaceutical Assn., Mr. Abrams said the supermarket may last "through the '60s, but I make the prediction that the '70s will see the return of the specialist—the retail outlet clearly stamped as a drug store or a food store or a liquor store.

"I think the public will respond to this idea because, somehow, the public has more confidence in the specialist," he added.

■ Mr. Abrams foresaw a new kind of cosmetic going into these stores, which he called "charmaceuticals."

"The great houses of France today are marketing many products still unheard of in the U.S. From these laboratories we are seeing the skillful blending of the art of the cosmetic scientist with that of the pharmacologist. Cosmetics that do much more than enhance the appearance or make the woman more attractive."

■ He considered these "charmaceuticals" particularly significant to the retailer:

1. "They are product improvements. The customer will be a more satisfied customer and properly grateful to you for dispensing it.

2. "They are more expensive than the general run of cosmetics, which means that unit sales, and profits, are being traded up instead of down.

3. "These products require a certain amount of explanation. They can be presold by advertising up to a point, then you or your cosmetician must take over explaining the directions for proper use. It is pharmacy in a new form.

4. "These products do not lend themselves to the food outlet. They are too high-priced, they are not 'impulse' purchases, and they plead for instruction. This gives you and the department stores a virtual exclusive on their sales," Mr. Abrams concluded. #

Ellington Going Places via New Travel Accounts

NEW YORK, July 1—There's a "worldwide" feeling of achievement at Ellington Co. today, as it officially sets to work on the second travel account gained in the last six weeks—the third in the past 18 months.

Until six years ago, Ellington never had a travel business client. At that time the Cecil & Presbrey agency, which had a number of travel accounts, liquidated, and several clients—Cunard Line, Trans-Atlantic Passenger Steamship Conference, Peninsular & Oriental Steam Navigation Co.—went to Ellington along with Terence F. MacGrath, Cecil & Presbrey vp and account executive.

Mr. MacGrath has a travel business background dating back 40 years, including 19 with Cunard, and is considered one of the twin magnets that attracted the new

Terence MacGrath Joseph Sollish

travel business; the other is Joseph Sollish, also a vp, and supervisor of the creative department for a little more than a year.

■ In January, 1959, the agency added the Malta Government Tourist Board, but suffered a big billing blow last September when the Cunard Line went to Compton, along with James Kelly, account supervisor. The agency did retain the P & O Steam Navigation Co., and the British India Steam Navigation Co., for which Cunard is general agent here. It represented a minuscule part of the billings.

Within a few months Ellington had acquired the Incres Line account, and two weeks ago was named by the European Travel Commission. Mr. MacGrath minimizes his influence in getting this business. "I believe the reason we were appointed was because Joe Sollish has ideally captured the right mood for putting over their consumer message."

Paralleling the good days in travel accounts is the growth in the "other half" of the division, which handles hotel accounts. About a year after Ernest L. Byfield Jr. joined, several hotel chains appointed Ellington and the agency now handles Chicago's Ambassador East and Ambassador West, part of the Sheraton chain, the manager chain, Mansion hotels and several Zeckendorf hotel properties.

E. L. Byfield Jr.

Mr. Byfield's background in hotels and resorts was considered instrumental in bringing Freedomland U.S.A., the new family entertainment center, into Ellington recently. #

National Steel Names Agency

National Steel & Shipbuilding Co., San Diego, has named Barnes Chase Co., San Diego, as its agency.

Advertisement

Builder Biggest Buyer of Building Products, Says BBMR

No. 1 target for manufacturers' advertising and selling of building products is *the builder!*

That is the recommendation of the Bureau of Building Marketing Research, an affiliate of *Practical Builder*.

Studies recently conducted by the Bureau show that:

It is the builder who determines the types and brands of products and materials that go into his jobs...

New home building generally represents only about 45% of the total light construction market. A vast amount of remodeling, modernization and repair—plus commercial, industrial, institutional, farm and other non-residential building make up the remainder of the market...

Most builders engage in all types of light construction in varying amounts from year to year. There is no way to single out those who are "up" in any given year or those who will build a specific number of new houses. It is, therefore, imperative for the advertiser to reach as many builders as possible...

Building parallels population and building is done wherever people need homes, educational, institutional and recreational facilities. It is a local business...

Since builders are especially difficult to contact personally, they are attuned to advertising in their business magazines as the principal source of buying information.

Because the builder is a manufacturer of structures, he buys the products he best understands *as a manufacturer*—products that will help him to do it better for less money when both first cost and installation are considered.

Who He Is

Because he is a production man first and a merchant second, the builder is vitally concerned with "manufacturing" costs, and this concern becomes more important as his operations get bigger. The "small" builder (small as to the number of new homes built) is equally interested in saving time and money. He is usually busy on a large amount of remodeling and modernizing and very likely has contracts for commercial, small factory and other types of non-residential construction. A "2 to 3 house" builder is often doing a building volume of $300,000 to $500,000 a year or as much as a builder of 30 average-priced new houses, says BBMR, and adds that the "small" builder is often a custom builder and the two or three houses he builds may be in the $40,000 to $150,000 price class.

BBMR figures confirm the fact that the total light construction market amounts to more than $40 billion with about 47% going into new home building; 35% going into residential and non-residential remodeling, alteration, and modernization; and the remaining 18% into various types of non-residential light construction.

Since the typical builder engages in all phases of light construction, BBMR notes that most of the materials and equipment used in home building is also used in every other type of light construction and advises that "sighting the whole target," i.e., looking at the entire market, is important to careful sales and advertising planning.

It is difficult to "pigeon hole" builders by type, says BBMR and there is no relation between types of operation, type of builder, and size of builder. A speculative, project, tract, merchant, or operative builder may build fewer homes a year than a general contractor or custom builder. And they interchange from one year to the next, or during the same year.

In the "glamour" class, BBMR estimates that there are as many as 800 to 900 builders who build 100 or more homes in any one year.

Where He Is

"Building is done where people live," says BBMR.

Actually, 63.7% of our population lives in places of less than 50,000 and published housing starts data indicating that more than 70% of the new homes are being built in metropolitan areas may be misleading.

Possible errors in the government data were pointed up when the Bureau of Census released results of its 1950 to 1957 National Housing Inventory. This data showed that the BLS reports have missed an average of approximately 250,000 new housing starts in each of the years covered by the census inventory. The major discrepancy occurred in the non-metropolitan areas where BLS under-reported by 59%.

If it were possible to allocate BLS under-reporting statistically between metropolitan and non-metropolitan, the housing start figures should parallel population.

How to Sell Him

Based on reader panels and other surveys, the editors of *Practical Builder* report that the builder's "pet peeves" are headlines that say "This Product Will Double Your Home Sales" or advertisements that are dominated by pretty pictures and tell very little about the products they are supposed to feature.

The building products manufacturer should provide builders the same information he supplies to industrial purchasing agents, plus necessary data on installation.

The builder needs product specifications for the same reason that a factory engineer needs to know motor ratings or the capacities of conveyors, because the builder is a manufacturer.

Practical Builder says its more than 100,000 readers are asking these questions about building products:

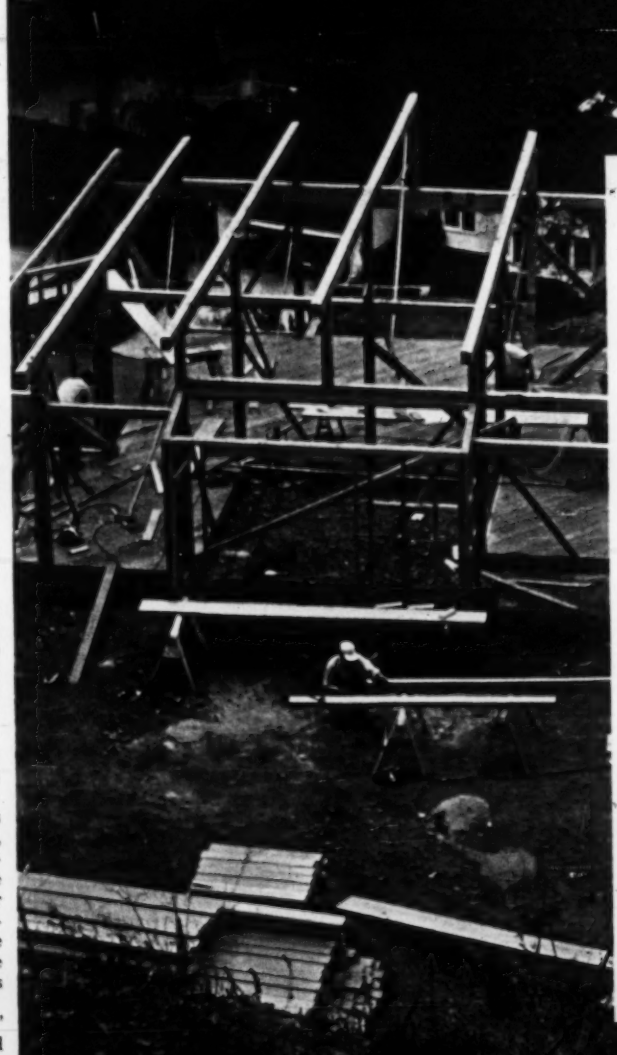
Will it save money without lowering value?
Will it make a better house at no increase in cost?
Does it cost less to install, even though it is priced higher?
If it costs more, is the extra price justified because of extra consumer appeal?
Will it speed up the job?

A "yes" answer to any of these questions qualifies a good building product for a better than even chance to get the builder's O.K.

THE ONLY MAGAZINE EDITED EXCLUSIVELY FOR BUILDERS

Practical Builder

A CAHNERS PUBLICATION
APRIL 1960/75c



Why settle for less?

Ipso-facto: The one magazine edited for builders only is the one magazine that serves all builders best, serves **all builders' interests**—new home building, non-residential light construction, remodeling and modernization work of all kinds.

This is your total sales target . . . the **entire Light Construction Market.** Why be content with an advertising program that reaches only part of it? Why, when you can reach the biggest audience of builder buyers in the one magazine that puts your message where the business is?

PB goes where builders are. Its colorful, dynamic, authentic and practical pages give builders what they want and need; give you more readership **where it counts** (and, at the lowest cost!). Why settle for less?

Practical Builder
5 South Wabash Ave.—Chicago 3, Illinois

A CAHNERS PUBLICATION

The public's dream kitchen

Do housing laws need overhaul?

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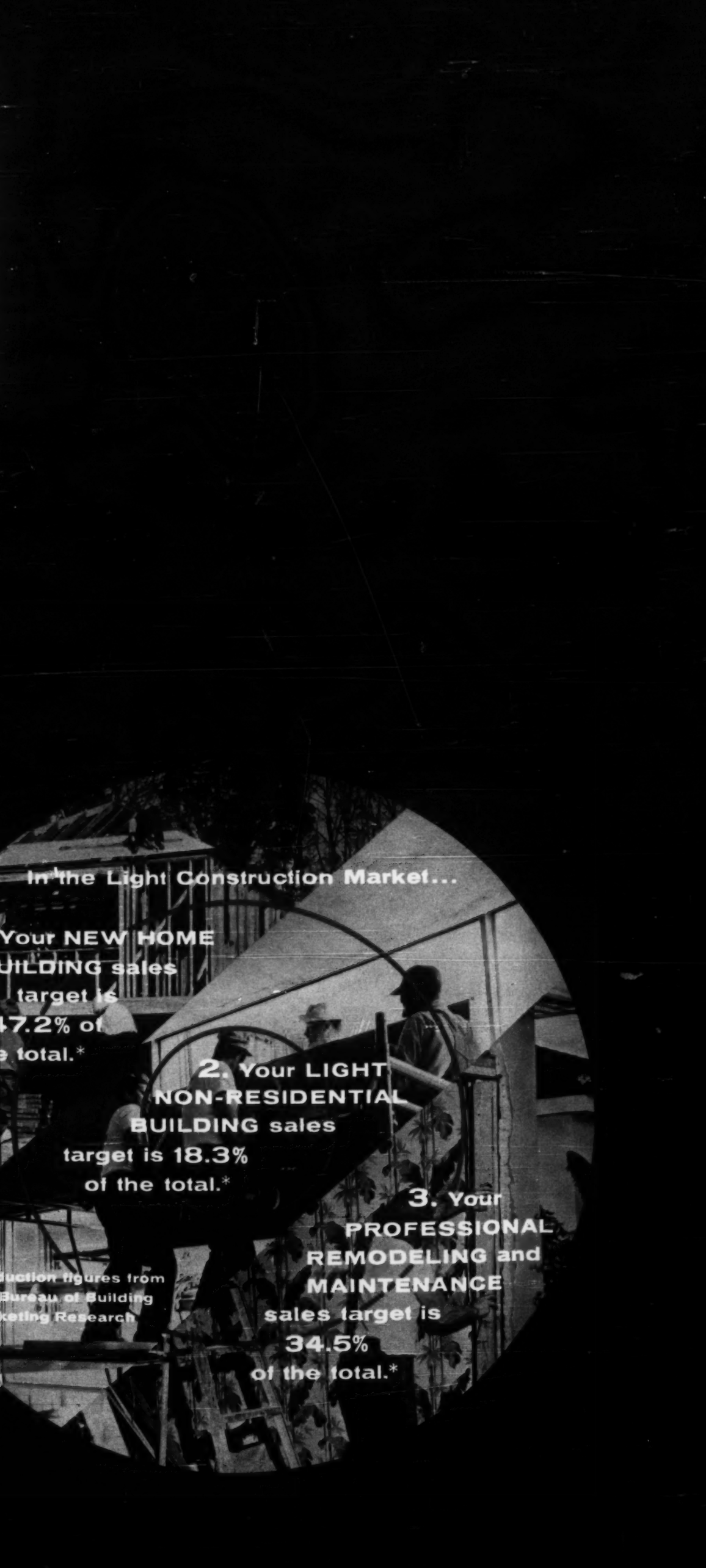
In the Light Construction Market...
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2. Your LIGHT
NON-RESIDENTIAL
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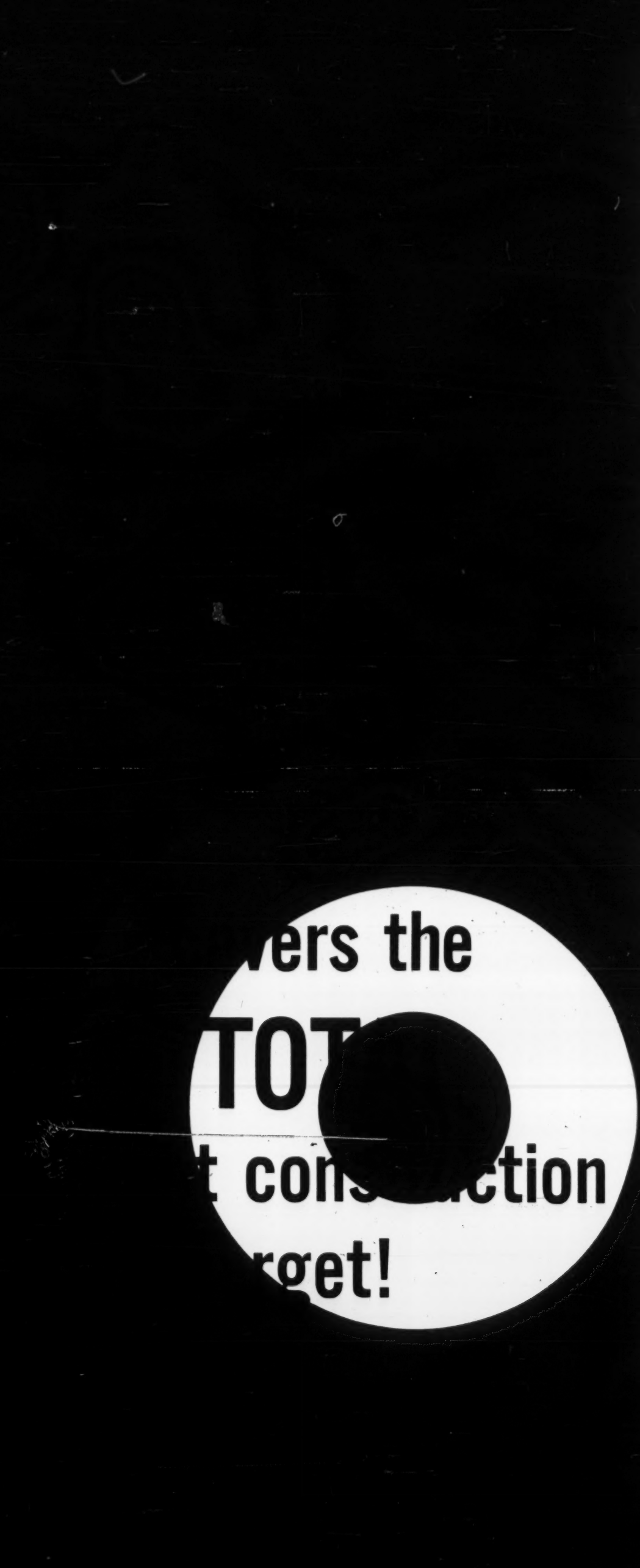
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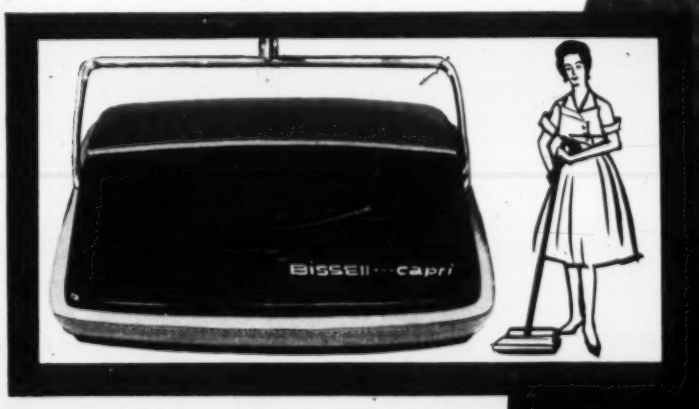
"Ad Age gives the news of advertising FAST..."

Says **WILLIAM B. FORS**
Director of Advertising
Bissell Inc.

"Having read Ad Age over the years—as ad manager, agencyman and media representative—I am convinced that no one in advertising can do without it. AA gives the news of advertising fast, plus ideas that apply to everyone's business."

Although still in his early thirties, Mr. Fors has risen to the front ranks of his field. A World War II recipient of the Distinguished Flying Cross, he resumed his academic studies after three years in the Army Air Corps, earning a B.A. in journalism and political science (University of Michigan). Mr. Fors started his business career as advertising and sales promotion manager for Sparton Radio-Television in Jackson, Mich. (1948-1952). Then came a four-year period as Michigan representative for Holiday magazine, followed by experience as sales manager for the Ceco Publishing Division of Campbell-Ewald, account executive work for Wesley Aves and Associates and a stint as advertising manager for R.C. Allen Business Machines. Late in 1957, Mr. Fors joined the Bissell Carpet Sweeper Co., manufacturer of home-care products, as sales promotion manager. He moved up to advertising manager about a year later and, early in 1960, was named director of advertising for the 84-year-old Grand Rapids firm (now Bissell Inc.).



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
630 THIRD AVENUE • NEW YORK 17, NEW YORK

ABC
ABP
NBP

1 Year (52 issues) $3

Car-Aware Michiganders Beef as Official Calls Small Cars Unsafe, Tax-Unproductive

DETROIT, June 28—Compact cars are "hazardous" and a "nuisance."

This is contrary to all advertising claims for the little cars, but it is the unqualified opinion of John C. Mackie, Michigan state highway commissioner.

Mr. Mackie's statements this week provoked a torrent of reaction from all levels in this commonwealth, which is producing a zooming volume of the small cars.

(Latest registration figures indicate about 30% of the American auto buying public is purchasing the compacts, as against roughly 10% a year ago.)

■ The state highway commissioner decried the little cars from the point of view of safety. Passing zones and other road measures he said, are designed for larger cars. He said that compacts' close-set headlights give approaching drivers trouble in judging distance at night. He contended that less weight makes the cars less safe.

He also said that if the cars "catch hold—and I don't think they will—" there will be inevitable increases in weight and gasoline taxes to make up funds necessary for highway construction and maintenance.

Meanwhile, Mr. Mackie went on a fishing trip; aides in his office and elsewhere in Lansing coped with a flood of telephone calls.

■ Deputy Secretary of State John F. Dodge said his office predicted as long as two years ago that Michigan would lose income if there was a decided trend toward smaller cars, as their owners pay less for a license and use less gasoline. He said that so far the department has been unable to pinpoint the exact amount of the loss. #

AMA Publishes 2 Booklets

The American Marketing Assn. has published two new booklets: "A Bibliography on New Product Planning," compiled by Donald E. Megathlin, market research director of the Kendall Mills division of the Kendall Co., New York, and Edward J. Hartnett Jr., market research assistant of the Maxwell House division of General Foods Corp., Hoboken, N. J., and "An Evaluation of Continuous Consumer Panels as a Source of Marketing Information," written by Harper W. Boyd Jr. and Ralph L. Westfall, professors of marketing at the Northwestern University school of business.

Milwaukee AIA Elects

Robert M. Darr, vp of Franklin Advertising, Milwaukee, has been elected president of the Milwaukee chapter of Assn. of Industrial Advertisers. Other officers include James W. Murphy, Allis-Chalmers Mfg. Co., vp in charge of programs; George S. Cohan, Hoffman, York, Paulson & Gerlach, vp in charge of membership; Donald Orlaska, Andrews Agency, secretary, and Keith Gallimore, Harnischfeger Corp., treasurer.

Pruce Joins Lynn-Western

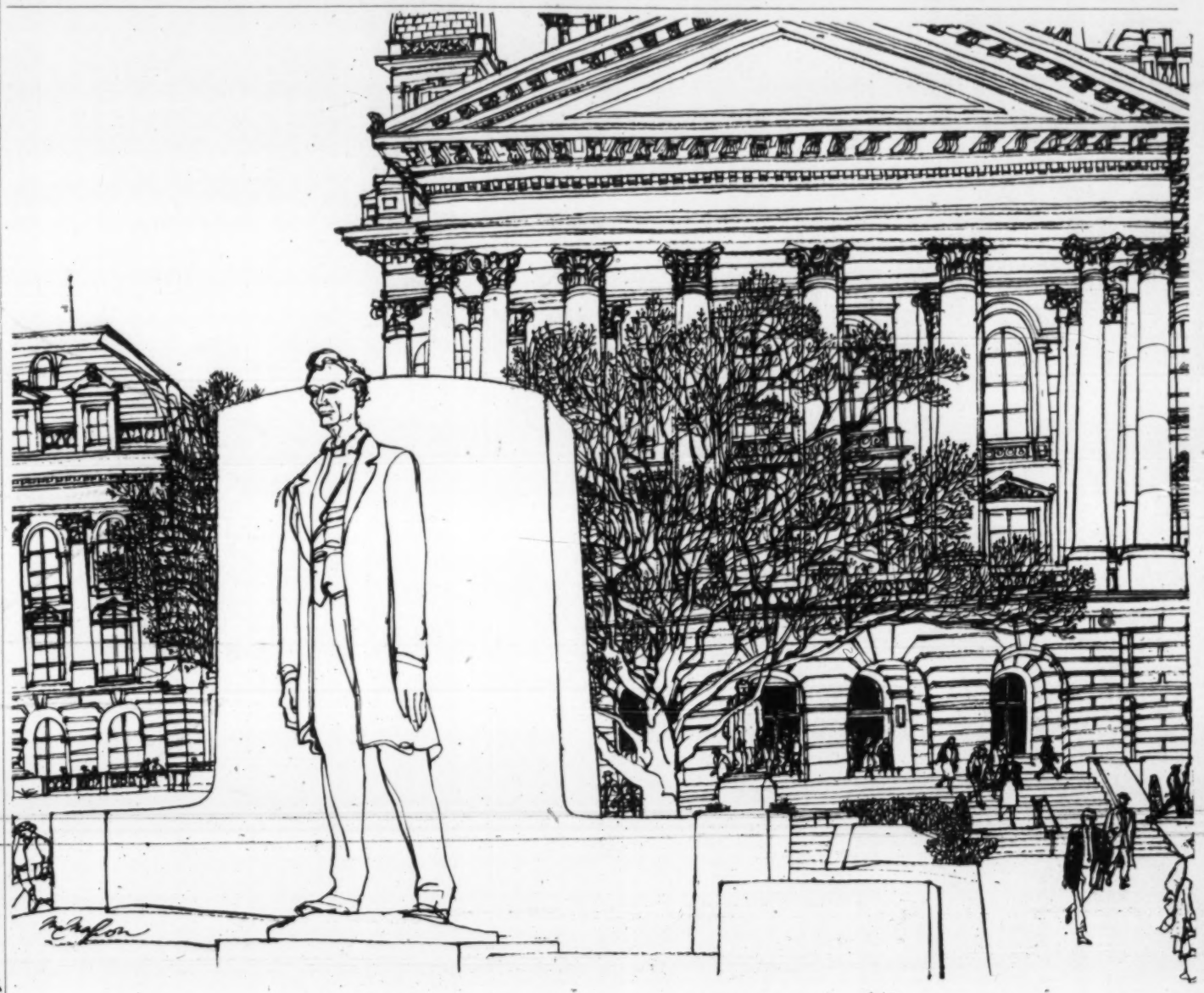
Peter P. Pruce has joined Lynn-Western, Los Angeles, as exec vp and director of client services. Before joining the agency, Mr. Pruce was consulting engineer for research and development in the airborne systems laboratory of Hughes Aircraft Co.

WFAA Erects New Facilities

An estimated $3,500,000 is being spent by WFAA-TV, Dallas, and WFAA's am and fm radio operations, for a new broadcast center and equipment. Some $2,000,000 in broadcasting and recording equipment will be installed in the new studios and mobile unit. The center will cost an additional $1,500,000. Plans call for completion of the studio building in 1961.

KEYC-TV Joins Forward Group

KEYC-TV, Mankato, Minn., has joined the Forward Group of tv and radio stations. It will operate on Channel 12 when it goes on the air Oct. 1.



LINCOLN STATUE AT THE STATE CAPITOL IN SPRINGFIELD — Drawing by Franklin McMahon, noted Illinois artist

SPRINGFIELD ILLINOIS

CAPITAL MARKET IN THE LAND OF LINCOLN

Springfield is the capital of Illinois and the economic capital of an 11-county market enriched by agriculture, diversified industry, tourism, and a variety of governmental activities. Since the time of Lincoln, the people of Springfield have respected and responded to the **Illinois State Journal** and the **Illinois State Register.** These historic dailies today offer you 100% coverage of Sangamon County (Springfield) and 60% coverage of the entire 11-county market. Time-tested merchandising support and top-flight R.O.P. color, too. (Write for color samples.)

Illinois State Journal
ILLINOIS STATE REGISTER

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.
REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Never mind the headline

Statistics are like icebergs. The numbers you see may be impressive, but it is often the footnote hidden below that carries the most weight.

Consider the next network trade ad you see. Examine closely the figures that support the headline's claim.

Are they based on less than half of all the nation's television families, or do they represent a true measure of nationwide audiences? *(We count the whole country—see footnote.)*

Do the statistics simply reflect an isolated week or two, or do they span a longer, more meaningful period? *(We embrace the whole season—see footnote.)*

Do the numbers in big type report "total audience" ratings, which include all viewers who dip in and out of any program? Or are they "average-minute audiences," which more accurately measure how many television homes were tuned to your commercials? *(Our viewers stay put—see footnote.)*

Do the boundaries of "nighttime and daytime" include the full schedule of sponsored programs, or are

NATIONWIDE NTI AA REPO
NIGHT: MON-SUN 6-11 PM

's the footnotes that count!

some time periods left out, foreshortening either night or day? *(We work the longest hours—see footnote.)*

When you do look into our footnotes, you will find that by all the measures that really count the CBS Television Network again this season broadcast the most popular program schedule in all television, with

...the greatest nighttime audiences: *16% larger than the second network and 17% larger than the third*

...the largest daytime audiences: *20% larger than the second network and 65% larger than the third*

...more of the most popular nighttime programs than the other two networks combined: *4 of the top 5, 6 of the top 10, and 11 of the top 20*

...more of the most popular daytime programs than the other two networks combined: *3 of the top 5, 7 of the top 10, and 12 of the top 20*

Which explains why advertisers, who can be counted on to read the fine print, continued to commit more of their budgets to the CBS Television Network than to any other single advertising medium.

RTS OCT 1,'59-MAY 11,'60
:DAY:MON-FRI 7 AM-6 PM

The Editorial Viewpoint . . .

How to Carry One's Self Away

With some of the weakest and most strained reasoning we have ever heard, a San Francisco agency man named Howard Gossage launched a personal campaign to eliminate "the billboard"—a medium which, incidentally, we understand he once used rather extensively on behalf of at least one client.

Mr. Gossage used the device of a "guest editorial" in *Harper's Magazine* in February to launch his attack on outdoor as an "invasion of privacy" and "not even an advertising medium." Now John Fischer, editor of *Harper's*, returns to the fray in that magazine's July issue. He advances the interesting suggestion that the advertising industry itself should "take the lead in the campaign to wipe out billboards," and that the Advertising Council could find no "worthier cause" than "a crusade to clean up the American landscape."

"The billboard companies," says Mr. Fischer sagely, "represent only a small fraction of the advertising business, but they bring down untold resentment on the whole industry. If the big, responsible agencies—which traditionally have provided leadership in the advertising field—were to take up the fight for anti-billboard legislation, they would win the gratitude of millions; and in the process they might improve remarkably the tarnished image of their profession."

It is nice of Mr. Fischer to so willingly consign some other advertising medium to sudden death. If his reasoning is sound—and if there is logic in Mr. Gossage's assertion that outdoor advertising isn't really an advertising medium at all because its primary function is not to do something besides carry advertising—will Mr. Fischer (and his circulation department) be equally light-hearted about the elimination of direct mail advertising, including the use of third class mail to promote the circulation of *Harper's Magazine*?

Surely if outdoor advertising invades our privacy by getting in the way of our field of vision, then direct mail must invade our privacy more seriously by getting into our mail boxes and our homes; and radio and television must invade our privacy still more seriously, even if we are willing to set up special rules for newspaper and magazine advertising.

But what intrigues us is Mr. Fischer's and Mr. Gossage's not-so-naive jump from the original premise that "this country's once-beautiful landscape" must be protected, to the current assertion that the thing to do is to "wipe out billboards."

Thus, the 10% of outdoor structures on or near roads and highways are indiscriminately lumped with the 90% of commercial outdoor structures located within commercial and industrial areas in cities, and all of them are to be "wiped out." Mr. Fischer is an expert with words, as is Mr. Gossage, and it cannot be presumed that they use them carelessly or sloppily; so they must have made this transition from 10% to 100% knowingly and with malice aforethought.

We can't help wondering, also, if their private definition of "billboard" also includes painted bulletins and the various and sundry kinds of electrical signs and displays. We suppose it does, since if a billboard violates our privacy by impinging on our vision, then surely a Times Square spectacular is a crime against nature of the most heinous sort.

If we take them all down, we will have much less invasion of the privacy of our eyesight. If we stop building factories that spew out smoke and slag and other waste products, and roads that slash through virgin hills and forests and mountains, our natural scenery will clearly retain more of its pristine, non-invasion-of-privacy characteristics. But perhaps we will lose something, too.

Lasker on Public View

Advertising people will read with interest—and perhaps with trepidation—the four-part series in *Look* dealing with the life and times of the late Albert Davis Lasker, agency pioneer who brought Lord & Thomas close to the top of the advertising world, and who helped make "salesmanship in print" and "reason-why copy" bywords in the advertising business.

The series has been adapted from John Gunther's forthcoming book, "Taken at the Flood," to be published in August by Harper, and a good deal of it is already familiar to readers of Advertising Age who read "The Lasker Story" in these pages some years ago. The extraordinary speech on which "The Lasker Story" was based, and some of the pictorial material which Advertising Age gathered painfully for it, are drawn on heavily by Mr. Gunther in his study of the advertising pioneer's life.

Because much of the book deals with the personal practice of advertising some years ago, the manuscript is likely to cause occasional wincing on the part of those concerned with the public image of advertising. But it is an interesting story, and we are glad it is being told.

Practitioners will note (and the public will understand, we hope) that the advertising business, like a good many other businesses, has changed drastically since Mr. Lasker's heyday. Among other things, the likelihood of an agency owner taking $45,000,000 out of the business has shrunken sadly, and the difficulty of turning up a really hot item has increased enormously.

Gladys the beautiful receptionist

—Robert C. Bailey, advertising department, Jeffrey Mfg. Co., Columbus, O.

"We all thought he was a real comer until Business Week refused to renew his subscription."

What They're Saying . . .

Truth—with Illusion

Today, in our appeal to the public, we are selling products by selling a happy illusion. We don't sell perfume. We sell a serenade and a violin with every drop. We don't sell a breakfast cereal. We sell championship performance on the ball field. We don't sell insurance. We sell a fishing trip at 65. And in our own field we don't sell transportation. We sell scenery, relaxation, strange and beautiful sights and adventures.

This is what I call truth, garlanded with illusion. If sometimes our advertising seems to get a little ahead of the service, don't pull the ads down. Pull the service up. For of such gentle illusion is progress born.

—Handy Wright, vp in charge of public relations, Assn. of American Railroads, speaking at the annual banquet of the Assn. of Railroad Advertising Managers, May 23.

Decaying Tv Note

A fragment of dialog between two men hurrying along Fifth Ave. one spring day recently has been reported to us. "The television drama *I'm* waiting for," one man said desperately, "is the night that the decay germs rally and beat the toothpaste. What a hell of a show that will be."

—Caskie Stinnett in "Speaking of Holiday."

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

Kentucky Kings, the new Brown & Williamson entry in the cigaret derby, has a tobacco filter.

Perhaps that constitutes endorsement of the Pall Mall "greater length of fine tobacco" filter story.

•

In connection with its story of Albert D. Lasker, *Look* reproduces an old Lord & Thomas ad and slogan, "Advertise judiciously."

That may have been the inspiration for the L&T house organ, "Judicious Advertising."

•

Advertising agencies have come a long way in the past 50 years. Very few of them now publish house organs in which they invite media to place their promotion advertising.

•

Intuition and rule-of-thumb may be making their last advertising stand.

T B. McCabe Jr. has proposed the formation of an "Institute for Science in Marketing," complete with social scientists and mathematicians.

•

"If you know you are a salesman, but are tired of being a nonentity in your own organization; if you believe you are worth more money," is the way a classified advertiser starts his spiel.

He must know salesmen—that description fits most of them.

•

"Denver station draws FCC's first order to desist," the headline says.

Fortunately for the station owners, the FCC didn't demand that it also cease.

•

Sponsors of the radio broadcast of the Patterson-Johansson fight must have figured it wouldn't last long, and so they got a full quota of commercials into the early phases of the show.

•

Meat packers used to frown on the use of the term "hot dog" to describe a frankfurter, but now a respected organization in the industry is the National Hot Dog Month Council.

•

Horace Stoneham showed a singular lack of cooperation by firing Bill Rigney as manager of the Giants even before the *Post* could get into circulation an issue reporting that he would fire Bill if he failed to win the 1960 pennant.

•

"Congress dims chances for postal rate hike."

Congressmen facing reelection next November couldn't figure how raising letter postage to 5¢ would help their chances.

•

With the JWT stock of Mr. and Mrs. Stanley Resor going into the employes' profit sharing trust, Thompson employes, like those at Sears, will soon be working chiefly for themselves.

•

An account man looking for a new connection describes himself as possessing "an unsaturated desire for money."

According to baseball managers, desire is the first requirement for success.

Copy Cub.

Perils
of an advertising
decision maker

HIS ADVERTISING COVERAGE WAS A MILE WIDE AND AN INCH DEEP

There was "space available" in a mass magazine, so our friend bought it—forgetting that he was paying for many readers who weren't remotely interested in his client's product. His budget wouldn't have "gone to the dogs" if he'd bought the same space in a Hearst Special Interest Magazine, reaching prospects and not "suspects".

HEARST magazines

13 keys to the special interests of 13 groups of people • • • American Druggist Bride & Home • Cosmopolitan • Good Housekeeping • Harper's Bazaar • House Beautiful • Motor Boating Motor • New Medical Materia • Popular Mechanics • Science Digest • Sports Afield • Town & Country

INVEST where there's GROWTH!

Northeastern
MAINE
hits a new high!

Where it's GROWING. . . . they're BUYING. Invest in a NEWS' advertising campaign to cover this GROWING market. Send for detailed population figures.

1960 Census Bureau preliminary reports show these GROWTH highlights in the NEWS' Northeastern Maine Market. . . .

- PENOBSCOT—the NEWS' home county—leads the State in population gains!
- AROOSTOOK County—also a leading gainer!
- A substantial net increase in total market area population!

Bangor Daily News
Maine's Largest Daily . . .
Now . . . Over 76,000 Copies Distributed Daily
Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

95 Newspapers Sign Up for NAEA Public Service Plan

Irwin A. Simpson, chairman of the Advertising Council committee of the Newspaper Advertising Executives Assn., has announced that 95 new newspapers have signed up for the NAEA plan. The plan was first set up late in 1954 with 154 newspapers offering space to Advertising Council projects on a regular, allocated basis. The cooperating NAEA newspapers agree to support four campaigns a year, in the form of 100-line r.o.p. ads.

The additional 95 bring the number of NAEA cooperating daily newspapers to 572.

Kaufman to Change Name

Marx Kaufman Advertising, Baltimore, will change its name to Kaufman-Subotnik, effective July 1. Myron Subotnik is a vp of Marx Kaufman. The agency also will move to new offices at 337 St. Paul Place.

New Book Sets Forth Views of 42 Admen on Role of Advertising

HOMEWOOD, ILL., June 28—Varied opinions on the role of advertising, plus several reports on how it works, are compiled in a new book, "The Role of Advertising" (Richard D. Irwin Inc., Homewood, $7.20), edited by two professors of advertising—C. H. Sandage, University of Illinois, and Vernon Fryburger, Northwestern University.

The opinions—some culled from speeches and writings, others written for the text—come from 42 agency executives, researchers, economists and writers outside the profession.

The various sections include selections which examine the role of advertising in the economy, the way advertising works, its influence on our culture, its place in business management, and its social responsibility.

"The purpose of this book is to foster the development of a philosophy of advertising," the editors state. "It brings together provocative statements by some thoughtful people who, in the editors' opinion, contribute to a rational explanation of advertising. As one would expect from thoughtful people, they don't always see eye to eye."

KFAX Sets Ad Campaign

KFAX, San Francisco, will launch an advertising campaign to promote the station's all-news format (AA, May 16, '60). The station will run 1,000-line ads in the *Berkeley Gazette, Oakland Tribune,* and the *San Francisco Chronicle, Commercial News, Examiner* and *News-Call Bulletin.* KFAX also will use IDs on KTVU, San Francisco, transit ads in San Francisco and color insertions in several business publications. Reinhardt Advertising, Oakland, is the agency for KFAX.

Ziv Names Kirby, Packer

Jerry Kirby, formerly northeastern sales manager in the syndicated sales department at Ziv-United Artists, New York, tv film distributor, has been named to the regional sales division of Ziv-UA's national sales department. Replacing Mr. Kirby as northeastern sales manager of syndicated sales is James Packer, previously spot sales manager of Ziv-UA's eastern division.

Ryan Landscaping to Olmsted

Ryan Landscaping Equipment Co., St. Paul, manufacturer of sod cutters, turf renovators, lawn rollers and soil aerators, has appointed Olmsted & Foley, Minneapolis, to handle its advertising. Colle & McVoy Advertising Agency, Minneapolis, formerly handled the account.

Crab Meat Imperial
OLD NEW ORLEANS FAVORITE
Dice 1 green pepper and 2 pimentos. Mix with 1 tbsp. English mustard, 1 tsp. salt, ½ tsp. white pepper, 2 whole eggs, 1 cup mayonnaise. Add 3 lbs. lump crab meat; mix with fingers so that lumps are not broken. Fill 8 crab shells or casseroles with mixture. Top with bit of mayonnaise, sprinkle with paprika. Bake in 350° oven for 15 minutes. Serve hot or cold. Perfect with a bottle of chilled Chablis wine.

As served at Commander's Palace by Ivan

WWL-TV . . . new New Orleans Favorite

WWL-TV's imaginative local programming has captured national notice in Look, TV Guide and Newsweek within the last six months.

Illustrative is *Destroyer Escort 1016*, a two-hour taped drama produced entirely by WWL-TV as the first of a series of community TV Little Theatre presentations.

Destroyer Escort 1016 utilizes 51 volunteer actors, 144 scenes and 37 sets and recently won the Ampex award for "Best Idea of the Year."

Only a professional "know-how" station can receive national recognition like this.

WWL-TV—the *new* New Orleans favorite

Represented nationally by Katz

CBS **WWL-TV**
NEW ORLEANS

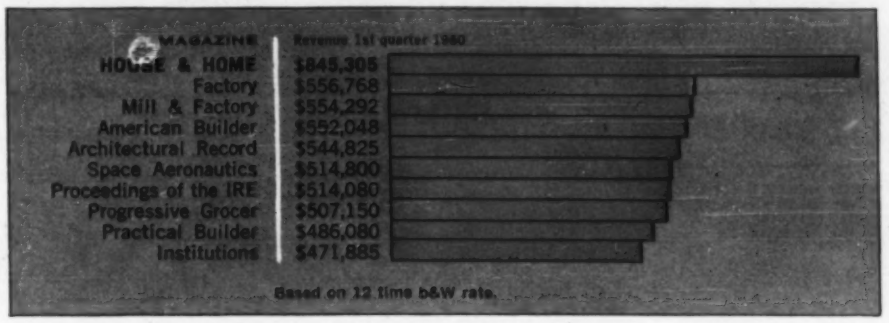
Is Editorial Opinion Favorable?

Press Clippings can keep you informed of popular misconceptions that need to be corrected . . . or can help you ride a wave of popular support. You can invest your public relations and institutional advertising dollars effectively and intelligently when you know what the editors of the nation are thinking and saying. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

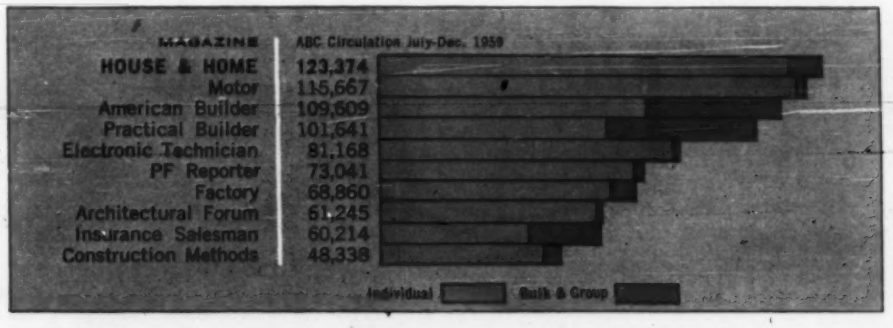
How do ADVERTISERS *(and their agencies) rate the 10 leading monthly business magazines?*

advertising dollar volume



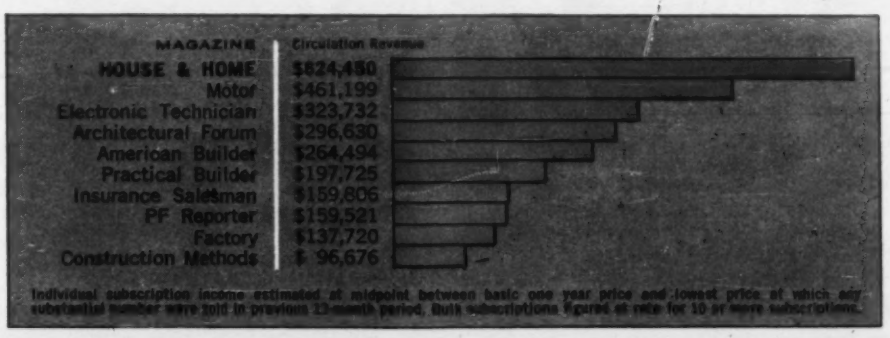
How do SUBSCRIBERS *rate the 10 leading monthly industrial magazines?*

ABC circulation



How do SUBSCRIBERS *back their preference with their dollars?*

circulation revenue


MAGAZINE
Circulation Revenue
HOUSE & HOME $824,450
Motor $461,199
Electronic Technician $323,732
Architectural Forum $296,630
American Builder $264,494
Practical Builder $197,725
Insurance Salesman $159,806
PF Reporter $159,521
Factory $137,720
Construction Methods $ 96,676
Individual subscription income estimated at midpoint between basic one year price and lowest price at which any substantial number were sold in previous 12-month period. Bulk subscriptions figured at rate for 10 or more subscriptions.

In America's biggest industry almost everybody reads **House & Home**

Published by TIME INC.

BUY A KING-SIZE MARKET

EL PASO— CAPITAL CITY of The Fabulous Southwest

Now... there are 5
Big Cities in Texas
HOUSTON - DALLAS - SAN ANTONIO
FORT WORTH
and EL PASO
Population 271,003
Gain of 141,418 over 1950 Census
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening

TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

Vincent Merges with Faillace

Chick Vincent Co., New York, radio show packager, has merged with Faillace Productions, producer of radio-tv musical commercials. Chick Vincent will be a partner and vp in charge of programs and productions of Faillace Productions. The merger will enable the company to branch out into other areas of tv-radio production, such as the packaging of complete programs and production consultation, Tony Faillace, president of the company, said. The Vincent company packaged such shows as "Pepper Young's Family," "Life Can Be Beautiful" and "Charlie Chan."

Burroughs Boosts Smith

Donald M. Smith, advertising manager of Burroughs Corp. for the past two years and a staff member since 1935, has been named director of advertising for the company's new equipment and systems marketing division.

Subliminal Message Does Have Effect, Psychologist Finds

BLOOMINGTON, IND., June 28—Debunked, castigated as an advertising device and disavowed by broadcasters and others in the ad industry, subliminal perception received some new backing last month in an article in the *Journal of Abnormal & Social Psychology* by Marvin Zuckerman, of the Indiana University medical school's institute of psychiatric research.

The article reports an experiment in which tests were administered to a group of subjects; in the tests they were instructed to write their interpretations of a series of picture cards (the TAT, or thematic apperception test, cards). Each picture was shown ten times, the duration increasing each time.

In showings of the first picture, the subliminal part of the test consisted of a "blank" flashed on the picture. In the second picture, the words "write more" appeared for the last .02 seconds of each showing, and in the third the words "don't write" were flashed.

For a control group, "blanks" were flashed throughout the testing.

■ The control group continued to write more throughout the test, Mr. Zuckerman reported, but members of the test group, who wrote more when the "write more" flash appeared, decreased their writing when the "don't write" flash appeared.

In a repeat of the test in which the duration of the flashes was increased, similar but even more marked results occurred.

Results varied rather widely among individuals, Mr. Zuckerman reported, but the variations apparently were unrelated to personality traits of the test subjects.

■ In all the tests, the negative instruction, "don't write," produced a sharper curtailment of writing than the positive "write more" instruction had produced by way of an increase in writing productivity, Mr. Zuckerman found.

"An hypothesis formed from these data is that subliminal suggestion may produce some effect in the region just below threshold [of awareness]," he said. #

Trim TV Service Formed

Trim Telefilm Service Corp., New York, has been formed to service advertising agencies with tv film and tape requirements. The company has prints made from negatives and ships the prints to tv stations. Executives of the new company are Arthur Cofod, president; Denny De Sio, vp in charge of operations; Mary Johnson, secretary and operations manager, and Raymond Crowe, treasurer and traffic manager. All were previously with Kenco Films, a tv print procurement and editing company.

Pritchard Joins Foley as VP

W. Benjamin Pritchard, former partner in Pritchard, Daniels & Dreher, Ardmore, Pa., has joined Richard A. Foley Advertising Agency, Philadelphia, as a vp. Before the founding of Pritchard, Daniels, Mr. Pritchard was an account executive, media director and radio-tv director of Lynn-Fieldhouse Advertising Agency, Wilkes-Barre, Pa.

Official Names Barish

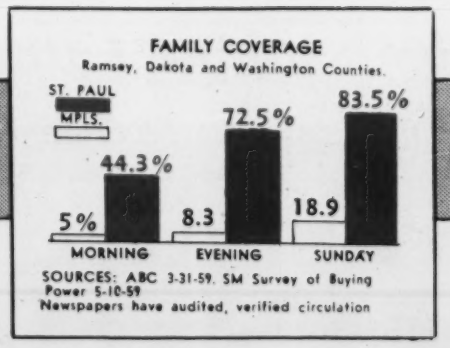
Sherlee Barish, eastern sales manager of Official Films, New York, tv film distributor, has been named a vp. Miss Barish will assume added responsibilities in obtaining new properties, as well as in the areas of sales development and special sales projects.

THE 13th MARKET IS "TWINS"

But

THEY ENJOY DIFFERENT READING

The St. Paul Dispatch-Pioneer Press offers exclusive blanket coverage . . . no other newspaper reaches the St. Paul "Half"



ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives RIDDER-JOHNS, INC.
New York—Chicago—Detroit—Los Angeles—San Francisco—St. Paul—Minneapolis

Memo to Advertisers:

15,000,000

According to preliminary 1960 Census Bureau figures, just released, the combined populations of 18 states and the District of Columbia

Alaska	Maine	North Dakota
Arizona	Montana	Rhode Island
Colorado	Nebraska	South Dakota
Delaware	Nevada	Utah
Hawaii	New Hampshire	Vermont
Idaho	New Mexico	Wyoming

total 15,000,000 persons—

equal to the total number of persons in Metropolitan New York's 17 counties, prime coverage area of WABC-TV, Channel 7.

FACT: Since 1950, the total population of these 18 states and the District of Columbia has increased 19%.

FACT: Since 1950, the Metropolitan New York television market has increased 300%.

FACT: Since 1950, WABC-TV's average audience has increased 822%.

FACT: And, according to a special analysis, prepared by A. C. Nielsen (Feb. 1960), one WABC-TV advertiser's campaign of nine spots a week, nighttime only, reached 98.9% of the television families in this area within a four-week period and reached them an average of 7.1 times.

WABC-TV matches this booming market by growing faster every day... not only during the past ten years... but right at this moment. And now watch what happens this fall when Channel 7 continues the powerful programming of "The Untouchables," "77 Sunset Strip," "Hawaiian Eye," "Alcoa Presents," "The Rifleman," "The Detectives" and "The Real McCoys"—with the addition of such exciting shows as "Hong Kong," NCAA Football and American Football League, "The Naked City," "Winston Churchill's Memoirs," "Surfside 6," "Saturday Night Fights" and "The Flintstones," among others.

So, if you want your products among those counted—and counting—the issue is clear.

CHANNEL 7

WABC-TV CHANNEL 7

Flagship Station of ABC Television Network

THE MOST ENJOYABLE SIGHT IN TOWN

Elks Magazine readers again lead more Starch Report classifications than the readers of any other men's magazine regularly surveyed.

Elks lead in income and occupational status . . . travel, apparel and home ownership. This leadership means a top opportunity to sell products for business, home and personal use.

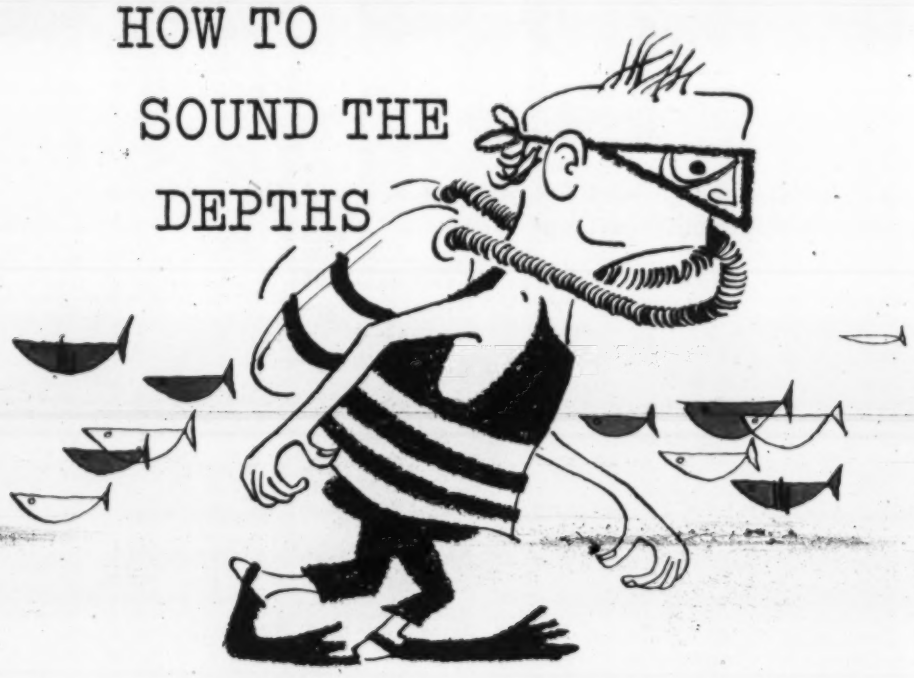
To reach Elks, advertise in their own magazine—it's the best way to sell the #1* men's market.

*1959 Starch Report . . . ask your local ELKS Representative to show you a copy.

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

HOW TO SOUND THE DEPTHS



(OF YOUR MARKET)

You can forget about divining rods, bathyspheres and high frequency oscillators. With the help of Mass Mail, you can plumb the depths of your market at relatively little cost and great profit.

The publisher of a high priced book set has successfully used Mass Mail to expand what was originally a limited market of intellectuals. He is now selling complete libraries and accessories to a broadened parent and leisure market.

Lemarge assisted in the initial exploration and testing of these new markets. Our knowledge of Mass Mail techniques was used in the selection of test markets, creation of art and copy, production and processing.

This knowledge is the result of years of pioneering experience in the field of Mass Mail. During that time, Lemarge has developed new approaches and methods for market and product testing, evaluation of data, mechanical production and processing of direct mail, and the creation of sales-reaping art and copy.

Lemarge is currently cooperating with some of the nation's biggest advertisers in the production of Mass Mail advertising that reaches the heart of every type of market. Perhaps we can perform a similar service for you.

LEMARGE Mass Mail Specialists

Lemarge Mailing Service Company, 417 So. Jefferson St., Chicago 7, Illinois

Getting Personal

Awards: **Walter Crowder**, editor-publisher of *Industrial Distribution*, honored with a silver plaque by the Southern Industrial Distributors and National Industrial Distributor's associations for 15 years' "outstanding service to our industry" . . . **Bob Farrand**, Curtis Publishing Co. vp, tapped as chairman of consumer ad program committee of the Brand Names Foundation . . . **Ned Rogers**, partner in Gray & Rogers, was cited for his contributions to the broadcasting industry by the Television & Radio Adclub of Philadelphia in June . . .

Lots of winners at N.Y. Chemical Advertisers' group golf outing at Innes Arden country club, Old Greenwich, Conn. **Clem Kohlman** of American Cyanamid copped low gross honors with an 80; **Spence Brown** of Reichhold Chemicals, fewest putts; **Bob Woodard** of Catalin, most putts; **Ray Sarfaty** of Cyanamid, high gross; **Bob Morre** of Eastman Chemical won the predicted score contest with a 97 . . . At a southern golf tourney, San Antonio ad execs competed for trophies and prizes in the second annual Station WOAI radio and tv golf outing. Top prize—a trip for two to Acapulco—went to **John Dix**, of Shearson Hammill securities. He made the closest tee shot on the 18th hole . . .

Walter O'Meara, consultant to Sullivan, Stauffer, Colwell & Bayles and a former AA columnist, turned out his ninth book, "The Savage Country," which will be published Aug. 9 by Houghton Mifflin. It's a history of the North West Co. and the lands it conquered . . .

Gleason Hellenberg Luckett

WHIR & SKIRL—*Noon hours find this Rumrill Agency trio practicing Scottish marches and flings on the bonny banks of the New York State Barge Canal. The three music makers, Chuck Gleason, vp; Fred Hellenberg, art director, and Chuck Luckett, pr representative, are members of the Clan MacNaughton Pipe Band, popular addition to summer parades, firemen's picnics and clambakes.*

Pacific travelers: **William J. O'Brien Jr.**, co-owner of Radio Station WCNX, Middletown, Conn., and Mrs. O'Brien . . . **Edward Balicki**, account exec with J. Walter Thompson, New York, and Patricia Ann Bowes are engaged . . .

A new member of the Pannarele household is James V. II, born June 17 to Dorothy and **James I.** who is western ad manager, Ideal Women's Group, Chicago . . .

Silver service anniversary: **Hazel (Robbie) Robinson**, receptionist at Fuller & Smith & Ross, Cleveland, will celebrate her 25th year with the agency in August. Her first job there was as a substitute steno . . .

Ernie Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., has been walking around with a pedometer of late, explaining to curious friends: "My doctor told me to walk five miles a day, and I don't want to overdo it!" . . .

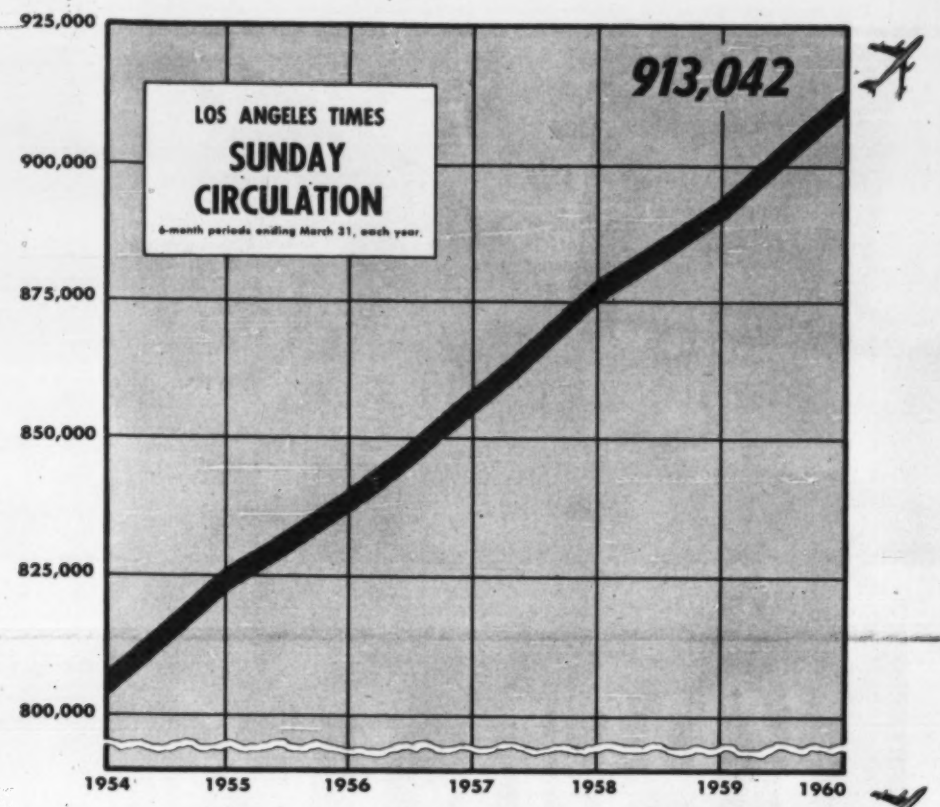
One of the youngest members of a state chamber committee is **Richard Pearson**, vp, Smith, Taylor & Jenkins, Pittsburgh agency, a recent appointee of the Education Committee of the Pennsylvania State Chamber of Commerce . . . Rochester, N. Y., Jaycee distinguished service award went to **Irving Baldwin**, account exec with Claude Lewis Advertising Co. Other admen honored at the Jaycee dinner were **Richard Monahan**, president of Monahan Associates, pr agency; **Richard Colgan**, Genessee Valley Union Trust Co. adman, and **Charles Fitzgibbon**, Eastman Kodak pr man . . .

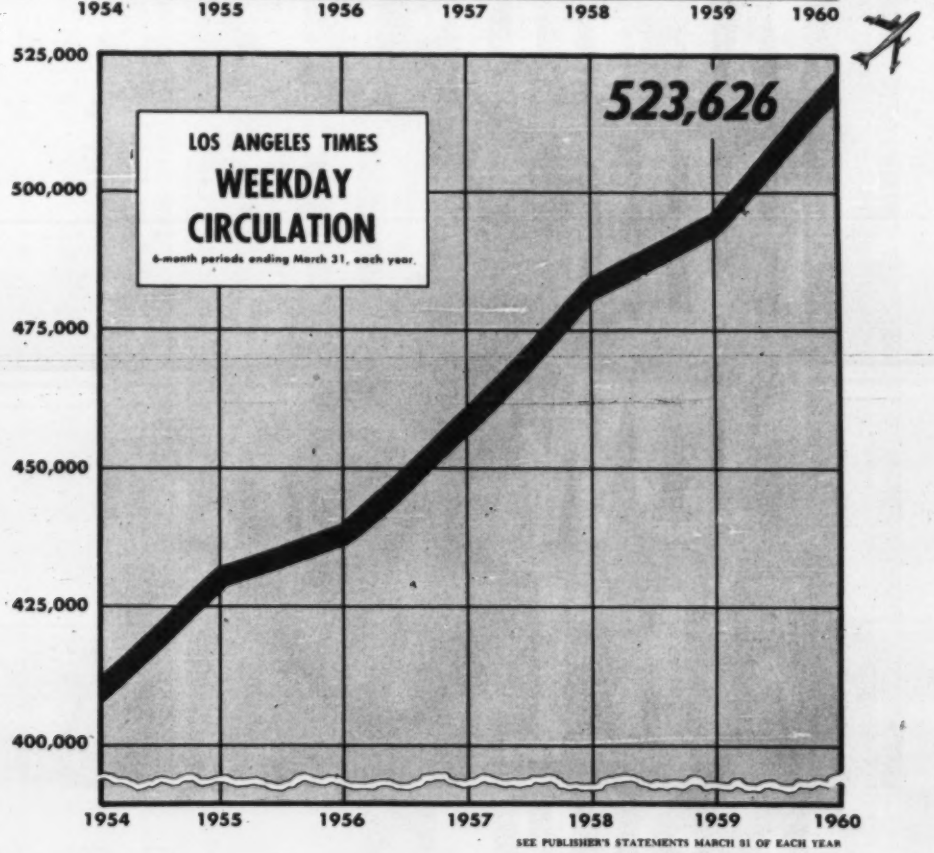
Lloyd R. Maxwell, senior vp of Roche, Rickerd & Cleary, Chicago, received the National Boys Clubs of America's highest award for his service and devotion to boys clubs activities. He has been one of the main sponsors of the Off-the-Street Club, a project of the Chicago Federated Adclub . . .

New editions: Chicagoan **Linc Samelson**, publisher of *Insulation* magazine, and his wife welcomed Susan Marie, born June 12. Newest arrival at the home of New York agency president **Ralph D. Gardner** is James J., his fourth son, born June 11. And **Sam Witchel**, head of his own pr firm, reports the birth June 22, of Gregory Frederick, his second child, first son. . . Proud grandfather is **Gurdon Simmons**, Einson-Freeman Co., lithographer, whose daughter, Judy (Mrs. Paul R. Allen Jr.) announced the birth of Glynis, May 27 . . .

Joseph T. McCourt, sales director of *Purchasing*, the Conover-Mast book, has taken his wife on an all-expense-paid trip to Haiti and Jamaica. He won a *Sales Management* magazine contest. More winners: **Bob Watson**, exec vp of Kudner, and **Jim O'Gara**, AA senior editor, who won 25-volume encyclopedia sets at a *Suburbia Today* presentation lunch in New York . . .

AWAY UP THERE AND CLIMBING FAST!





SEE PUBLISHER'S STATEMENTS MARCH 31 OF EACH YEAR

The news has just been released officially—the circulation of the Los Angeles Times is now at the highest point in its history—higher by far than the circulation of any other newspaper in western America.

For the six-month period ending March 31, 1960, The Times reached an average of 523,626 families every weekday—a gain of more than 25,000 over the same period a year ago. Sunday circulation surged past the 913,000 mark—up significantly over the record high mark set last year.

These new circulation achievements put The Times far ahead of all other Los Angeles newspapers—148,850 copies ahead of the second newspaper every weekday—219,879 copies ahead every Sunday.

Growing circulation reflects growing acceptance. Times circulation is growing by the thousands as all Southern California learns that "you get so much more out of reading The Times."

LOS ANGELES TIMES

WINNER OF THE 1959 PULITZER GOLD MEDAL—JOURNALISM'S HIGHEST AWARD

NATIONALLY REPRESENTED BY CRESMER AND WOODWARD, NEW YORK, CHICAGO, DETROIT, ATLANTA AND SAN FRANCISCO

Largest English Paper in Canada's largest city

In Montreal, there's just *one* evening paper to reach the big English market. The Star is read at home, in the evening—when your prospects are in a receptive frame of mind.

Write for useful market information.

The Montreal Star

Represented in the United States by O'Mara and Ormsbee Inc.

WSBA-TV Promotes Three

Robert M. Stough, sales manager of WSBA-TV, York, Pa., has been promoted to station manager and national sales manager of the station. H. David Berlin, formerly account executive, takes over as local and regional sales manager.

Shea Joins Diamond Mills

Marlene Shea, with Chadbourn Gotham for the past eight years, has joined Diamond Mills Corp., New York, maker of Fruit of the Loom nylons and lingerie, as advertising and sales promotion manager.

Swafford & Co. Moves

Swafford & Co. Advertising, formerly of Beverly Hills, Cal., has moved to new quarters in its own building at 10517 Santa Monica Blvd., Los Angeles.

TvB Enlists NRMA Aid in Push to Build Retailer Use of TV

NEW YORK, June 28—Television, which already gets the biggest chunk of the national advertising pie, is gunning for a larger share of the retail budget.

Efforts to get more local advertisers into tv are being pushed by the Television Bureau of Advertising, whose president, Norman E. (Pete) Cash, has predicted that local advertising will grow at a faster rate than national advertising in the next decade.

At a press conference here last week Mr. Cash forecast that advertising expenditures in this country would hit the $22 billion mark by 1970 and that nearly $10 billion of this figure would be spent by retailers. He is looking forward hopefully to television's getting $1.5 billion of that retail outlay, or a much larger percentage than the 6.4% which tv now gets from local advertisers.

■ Howard P. Abrahams, vp in charge of retail sales, said that tv is already picking up additional support from retailers. He attributed this to such factors as (1) newspaper strikes in various cities, which have demonstrated to retailers the weakness of over-dependence on a single medium; (2) newspaper ads, which, he said, don't seem to produce sales as effectively as they once did; (3) young people in stores, who have replaced the "old fogies" who were print minded; (4) the people and the stores, which, through their branches, are spreading out to the suburban areas that are not reached by the big city papers; (5) climbing newspaper rates, and (6) stations and stores, which are learning more about how to use tv for retail selling.

Mr. Abrahams pointed out that the National Retail Merchants Assn. has set up a tv committee to work with the TvB to study tv techniques for retailers. A questionnaire sent to 10,000 members about two months ago by the association indicated that:

- Some 43% of the retailers surveyed were using tv.
- The average retail tv budget is about 10% of the retailer's total ad outlay.
- Most retailers use slides, but there is also widespread use of live commercials, and tape is being used more all the time.

■ Working with NRMA, TvB is preparing a retail manual on how to use tv; it is expected to be ready by fall. #

Chesebrough Names Otto

Chesebrough-Pond's has appointed Robert Otto & Co., New York, to handle Vaseline hair tonic advertising in Puerto Rico as well as other markets in Central America and the West Indies. McCann-Erickson is the previous agency. The Otto agency has named Olga Larrimore, formerly Spanish copywriter, copy chief.

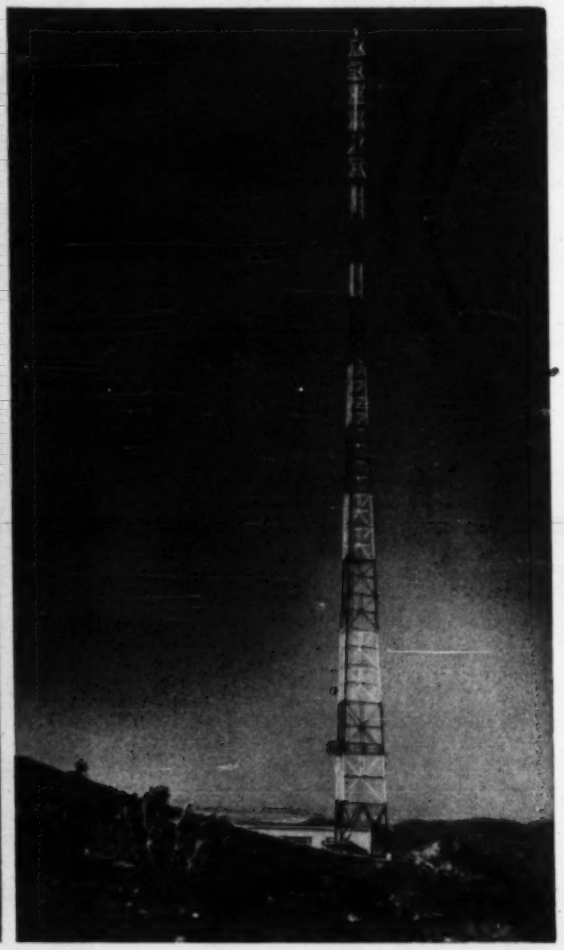
LaReau Named Promotion Head

Maurice L. LaReau, assistant promotion manager of the *Fort Lauderdale News*, has been promoted to promotion manager. He succeeds Robert E. Dickey, who recently was promoted to business manager of the *Pompano Beach Sun-Sentinel*, a sister newspaper.

Miss McGinniss to Mr. Pants

Barbara McGinniss, formerly public relations director of Bergdorf Goodman, has been named publicity and promotion director of Mister Pants Inc., New York, women's sportswear company, a new post.

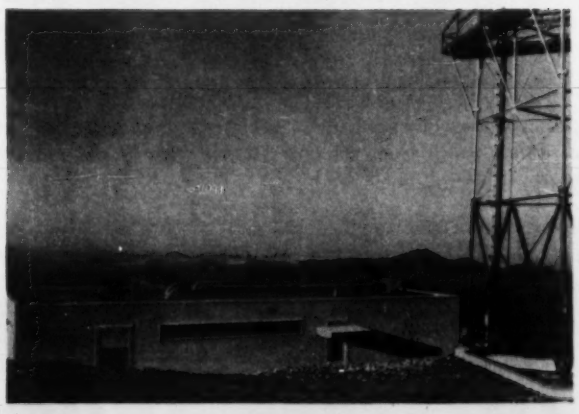
KPHO-TV PHOENIX NOW FULL POWER



KPHO-TV, Phoenix, Arizona — America's Leading Independent — begins its second decade by proudly announcing the completion of its $400,000 improvement program.

Operating on low band Channel 5, KPHO-TV — first in Arizona since 1949 — now serves the state with maximum power, 100,000 watts, authorized by the F.C.C.

The brand-new facilities include the most modern and up-to-date RCA Victor TT/25/CL Transmitter and self-supporting IDECO tower with the latest RCA 6-Bay Antenna, 1770 feet above sea level — the tallest of its kind in Central Arizona.



REPRESENTED NATIONALLY BY THE KATZ AGENCY

A MEREDITH STATION

KPHO-TV PHOENIX 5

KPHO-TV CHANNEL 5 • Phoenix, Arizona • Affiliated with Better Homes & Gardens Magazine

Richard B. Rawls, Vice President & General Manager • Howard Stalnaker, Station Manager
Bob Martin, Program Director • George McClanathan, Director of Engineering

Still a good way of doing business

American business has come a long way since cracker-barrel days. But one thing hasn't changed—the contractual relationship that results from a paid transaction.

We sell subscriptions to our publications because we believe that people will pay for something they *want*. This seems to us the most natural, normal and businesslike way of "doing business" with both our readers and our advertisers.

More than that, it imposes an obligation on our editors to consistently produce publications which are *worth* "cash on the barrelhead."

This way of doing business has helped make all forty-one McGraw-Hill publications and price services a good market place for the products and services of American industry.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N. Y. 36, N. Y.

TESTING one-six-two

Pepperidge Farm selected the testingest market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Pepperidge Farm is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone
94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Pear Bureau Sets Campaign

The Oregon-Washington-California Pear Bureau, Portland, will launch the first of two promotions, "It's Bosc and Anjou Pear Season," in November. Spot radio in 56 cities and newspaper ads are scheduled. The second promotion, "All Good Things Come in Pears," is set for the first of next year. In-store promotions—"Pear-A-Rama," "Brighten Lenten Meals," "Holiday Treats," "Ripened for You"—are also scheduled, with emphasis on point of sale material. Pacific National Advertising Agency, Portland, is the agency.

Ingersoll Unit to Connor

Ingersoll products division of Borg-Warner Corp. has named Connor Associates, Aurora, Ill., to handle advertising promotion for Emcor Ingersoll products division, Elgin, Ill. The newly-acquired division manufactures Emcor modular enclosures for the electronics and instrumentation industries.

Food Field Sales to Hit $76 Billion in '60, GMA Told

WHITE SULPHUR SPRINGS, W. VA., June 28—The grocery business was never in sounder shape, the Grocery Manufacturers of America were pleased to learn at their mid-year meeting here.

It was a meeting in which the role of marketing as the prime mover of groceries was a dominant theme. "Unless you market your goods profitably everything else is academic," GMA President Paul S. Willis, summarized.

He reported that grocery prices today average the same as in 1952. The industry is expanding at a $3 billion yearly rate, to more than $76 billion this year. Contributing to the growth have been the "thousands of new products now on retail shelves which have resulted from the more than $100,000,000 that manufacturers invest in basic and applied research annually."

■ A panel under the leadership of Lee S. Bickmore, president, National Biscuit Co., discussed marketing from its place on company organization charts to what a company marketing vp does.

Frank Armour Jr., president, H. J. Heinz Co., said he and his exec vp meet every six weeks with the advertising agency people. Mr. Armour said he considers the agency commission a fee to be earned "by the provision of a real service" and added that agency executives should maintain close, continued contact with company product managers. #

Lay Buys 'Deputy Dawg'

H. W. Lay Co., Chamblee, Ga., will sponsor alternate weeks of CBS Films' "Deputy Dawg" in 45 cities covering Alabama, Georgia, Florida, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia, and Washington, Lay's potato chips will be advertised over a 52-week period on the half-hour cartoon series, which will be ready for broadcast Oct. 1. Lay's agency is Liller, Neal, Battle & Lindsey.

Tuck Tape Runs TV Schedule

Technical Tape Co., New Rochelle, N. Y., will run a network tv and spot tv campaign through the summer to introduce six new Tuck Tape products. The schedule includes a total of 33 participations on NBC-TV's "Today" and "Jack Paar Show." The spot lineup consists of 12 to 20 announcements per week in each of 24 markets. A few business publications and some spot radio also will be used. The advertising was placed through Product Services.

Lewis Retires as Publisher

Hugh A. (Bud) Lewis will retire July 15 as publisher of the *Los Angeles Mirror News*. Mr. Lewis, who became publisher in 1958, had been with the *Los Angeles Times* for 20 years before joining the *Mirror News* in 1957. His post as publisher will not be filled for the time being.

Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example. Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

NBC a abc

Represented by Edward Petry & Co., Inc.

WJAR-TV

CHANNEL 10,
PROVIDENCE, R.I.

NATIONAL CATHOLIC FAMILY MAGAZINE

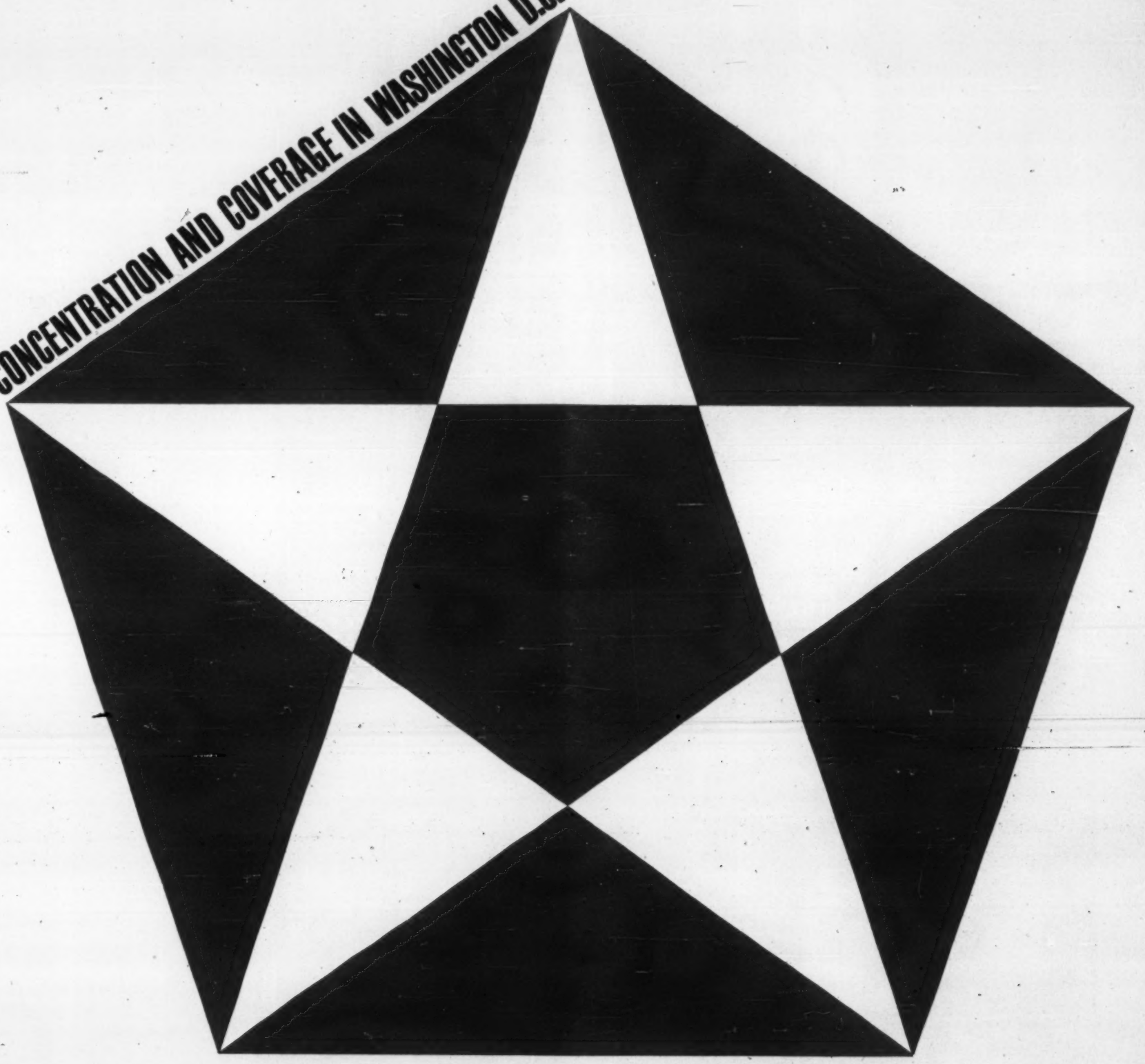
Put this active market place on your next schedule.

SEPTEMBER ISSUE CLOSES JULY 20

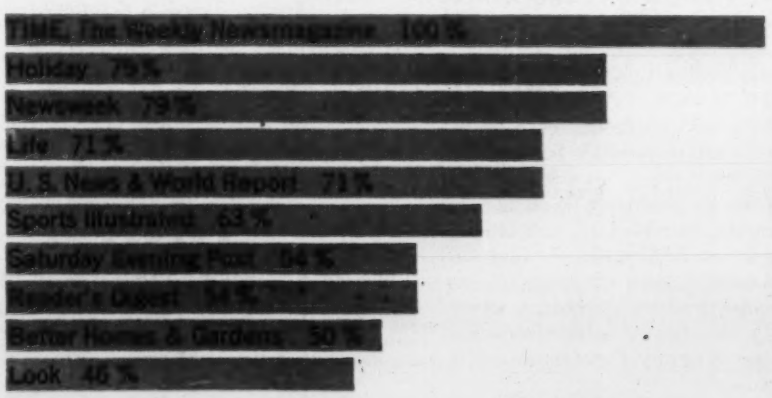
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

CONCENTRATION AND COVERAGE IN WASHINGTON D.C.



COMPARISON OF CIRCULATION CONCENTRATION IN THE WASHINGTON, D. C. METROPOLITAN AREA.
(using TIME's Washington concentration as 100%)



All percentages computed from these sources: Latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59).

Testimony to TIME's performance as a news magazine is the interest it arouses in the nation's capital. **In the Washington, D.C. metropolitan area TIME concentrates a greater percentage of its circulation than does any other magazine of a half million or more circulation.** Here's further evidence that TIME gives you concentration and coverage where it really counts.

THAT'S

TIME

The Station of Quality in the Quad-Cities

ROCK ISLAND • MOLINE • EAST MOLINE, ILL.

DAVENPORT, IA.

QUAD-CITIES AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

WHBF

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

Coming Conventions

•Indicates first listing in this column.

July 9-10. Texas Newspaper Advertising Managers Assn., summer meeting, Western Hills Hotel, Fort Worth.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 15-16. Region 5, Public Utilities Advertising Assn., Tampa Terrace Hotel, Tampa, Fla.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 14-16. Midwest Intercity Conference of Women's Advertising Clubs, Sheraton Towers, Chicago.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention. Advertising Club of New York.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, Jack Tarr Hotel, San Francisco.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

•March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

•May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

•June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

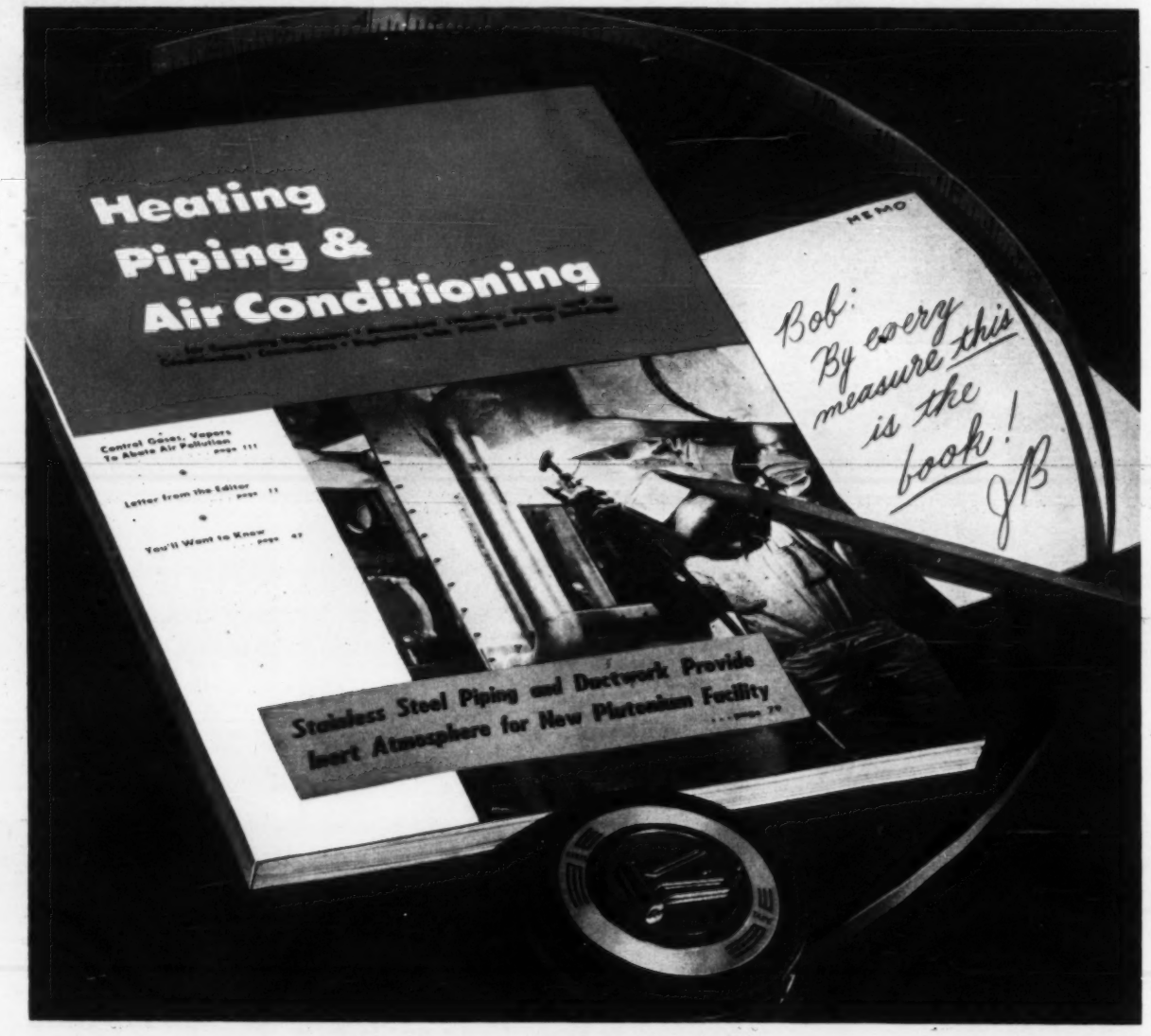
•Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

Galbraith-Hoffman Adds One

Speedry Chemical Products Inc. has appointed Galbraith-Hoffman, New York, to handle advertising of the Magic Marker felt-tipped writing instrument in the food and toy fields. Delroy Inc., the previous agency, continues as the agency in other fields.

Brown Stove to Adams-Allison

Adams-Allison Co., Atlanta, has been named agency by Brown Stove Works, Cleveland, Tenn., which makes gas ranges for homes and mobile home use as well as kitchen range heaters and coal and wood ranges.


Heating
Piping &
Air Conditioning
MEMO
Bob:
By every measure this is the book!
JB
Control Gases, Vapors To Abate Air Pollution ... page 111
Letter from the Editor ... page 11
You'll Want to Know ... page 47
Stainless Steel Piping and Ductwork Provide Inert Atmosphere for New Plutonium Facility ... page 79

PROVABLY *your best buy ...and here's why!*

Faithful to its name, HEATING, PIPING & AIR CONDITIONING confines itself to these three services as related to just the industrial-large building field.

Result: a specialized editorial content vital to all of the purchase-control factors in this market — the consulting engineers, mechanical contractors, and engineers with plants and big buildings who identifiably are responsible for heating, piping and air conditioning services.

And these readers stand up to be counted. Each is, and has been, paying for HPAC directly, individually, voluntarily. Here's assurance — backed up by an ABC audit — that this book is wanted, respected, and used!

Concentrate in HPAC, the leader in editorial volume, advertising volume (by over 2 to 1), number of advertisers, and number of exclusive advertisers. KEENEY PUBLISHING CO., 6 N. Michigan, Chicago 2, Illinois.

ABP ABC

CONTEST PRIZES

Chicago Contest Consultants

Guidance in execution of national and regional contests.

Develop prize structure . . . Secure prestige-brand merchandise keyed to your market and sales objective.

PRODUCT EXPOSURE CO.

612 N. Michigan, Chicago 11, Ill.

WHitehall 4-3743

Klauber, Sanders Join North as Account Directors

North Advertising, Chicago, has named Herbert Klauber and James R. Sanders account directors. Mr. Klauber, formerly advertising director of Lanolin Plus, will work on Gillette Labs, a division of Gillette Co., as well as on Deep Magic products of Toni Co., also a Gillette division.

Mr. Sanders, formerly account supervisor with Foote, Cone & Belding, will work on Toni's Toni, Tonette and Silver Curl home permanents.

Guerriero Joins Gray & Rogers

Robert J. Guerriero, a former buyer in electric housewares and home improvements for Hecht Co., Washington, D. C., has joined the contact staff of Gray & Rogers, Philadelphia.

TALK ABOUT
COVERAGE!
9 OUT OF 10 FAMILIES
9 OUT OF 10 FAMILIES IN METROPOLITAN NASHVILLE; 7 OUT OF 10 IN THE 38-COUNTY RETAIL TRADING ZONE, GET ONE OR BOTH OF THESE NEWSPAPERS
Nashville Banner
PLAN $16 MILLION IN HOMES
THE NASHVILLE TENNESSEAN
MID-STATE GAINS NEW PLANT
Evening
Morning • Sunday
NEWSPAPER PRINTING CORPORATION, Agent
Represented Nationally by THE BRANHAM CO.

Love Editors, but Keep Sales Managers, Publishers Home, Tyson's Newman Tells Reps

NEW YORK, June 28—The media director of an industrial advertising agency that buys space "in 500 to 600 publications a year" told a group of business paper space salesmen last week he loves to meet their editors but "keep sales managers and publishers home, except to explain management policy."

"The salesman knows me and my client better than anyone else," Joseph H. Newman, media director of O. S. Tyson & Co., told the Eastern t. f. Club.

Mr. Newman, who was invited to speak after his recent election as "Space buyer of the year" by the New York chapter of the Assn. of Industrial Advertisers, added that "bringing brass after you lose an order antagonizes both the agency and the client."

■ His remarks produced two reactions from space salesmen:

James L. Ozanne, district manager of *Foundry*, in after-speech comments from the floor, said, "The salesman has no choice when the sales manager wants to come in."

Joseph T. McCourt, sales manager of *Purchasing*, said he was convinced of the wisdom of calls by sales managers to reenforce the selling of salesmen and went on to say, in a pleasant but vigorous manner, that he was "sick and tired of media buyers, such as media directors, account executives and ad managers, criticizing publication salesmen. Too many media buyers do it. The fault lies with the buyers."

Mr. Newman defended his view by saying that the sales manager or publisher who comes in once a year, or once every other year, "is pretty far away from the picture." He defended space salesmen with the comment that "the sales manager and publisher don't know as much as the salesman does. If it helps you keep your job, I'll see them."

■ The remarks by Mr. Newman regarding visits from publishers and sales managers with their space salesmen were one of a dozen he listed as "How Joe Newman Likes to Be Sold."

They were:

"1. Be brief. Don't cover the whole waterfront in any one visit."

"2. Offer specialized market information. Clear, factual, well-presented market data are always welcome."

"3. Know my clients. This is so basic it is often forgotten."

"4. Show evidence of editorial support for markets served, more understanding of the editorial content of your paper."

"5. Be cooperative. Once you have gained our confidence I want to work with you for our mutual gain."

"6. Prove your readership. Go beyond statistics. Readership studies that show penetration, reader preference for different types of subject matter and techniques of presenting it, intensity of readership, are helpful."

"7. Give me a letter-size reminder. Frequently, I am subjected to bulky, personally-made presentations . . . No one can absorb and retain such a mass of statistics."

"8. I love to meet your editors. Keep sales managers and publishers home, except to explain management policy."

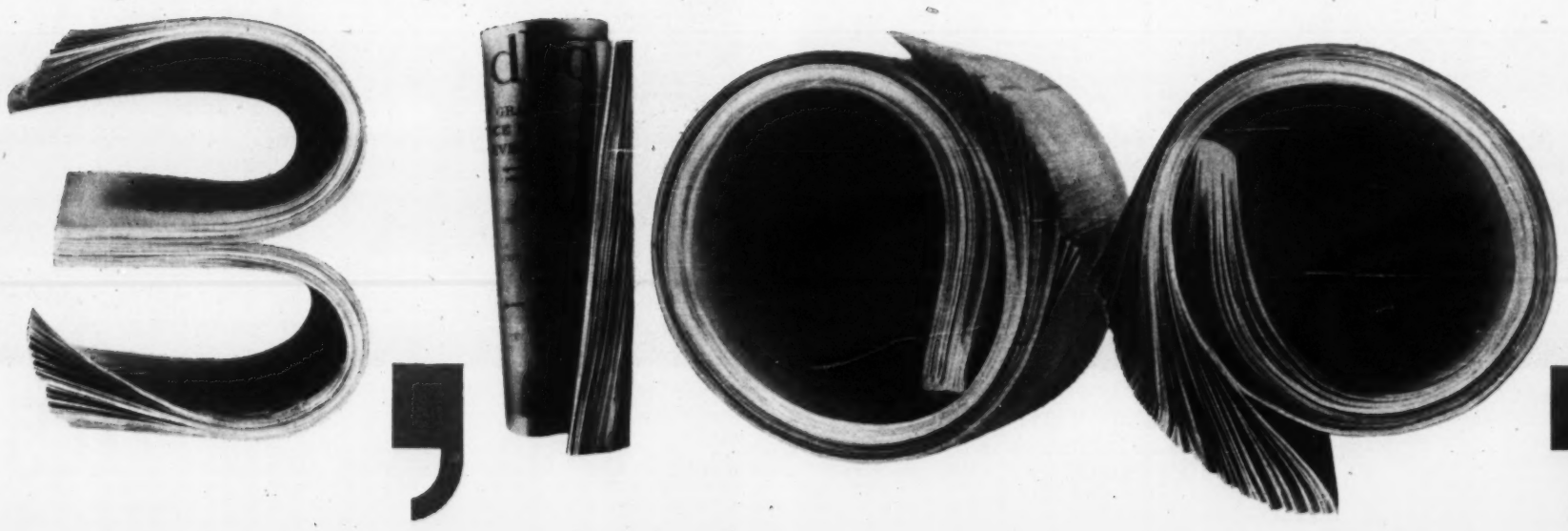
"9. Use mail to save time. Use the mails more frequently, in advance of an interview and also as a follow-up."

"10. Don't bring it in if you don't believe it. Be careful of leaning too heavily on surveys . . . Don't show me any survey you do not believe 100%."

"11. Editorial advice is welcome . . . We would like to hear from salesmen, what their editors think of our ads. We're particularly interested in knowing what's wrong with them, and how we can improve them."

"12. Be honest, sincere, and helpful. Try to be a marketing counselor instead of just a plain, ordinary peddler. This will put you on our team."

■ The club also held its annual elections. Hugh Robinson, eastern regional manager, *Purchasing*, was elected president, succeeding Robert L. Bassinette, who is New



England district manager of *Progressive Architecture*.

James L. Ozanne of *Foundry* was elected 1st vp; Henry C. Ruppel of *Chemical Processing* 2nd vp; William H. Relyea Jr. of *Power Engineering*, treasurer, succeeding long-time treasurer Willis S. Drake of *Mechanization*, who was transferred to Pittsburgh, and Halsey Darrow of *Industrial Marketing*, reelected for his tenth year as secretary. #

F&S&R Names Seven

Fuller & Smith & Ross has promoted four account executives in its Pittsburgh office. Named group supervisors are Richard E. Lorch, building products; George H. Schnake, consumer durables; Walter L. Thompson, industrial products, and John C. Ray, Wear-Ever products. Norman J. Dain, formerly with Geyer, Morey, Madden & Ballard, New York, has joined F&S&R in Pittsburgh as copy director. Tully J. Plessar, formerly readership research director of Fairchild Publications, has been named manager of research in New York. Earl Timmons, manager of research in the agency's Los Angeles office, now heads research in the San Francisco and Fort Worth offices as well.

Hassett Heads Combined 'Sun-Times,' 'News' Retail Unit

Paul J. Hassett, retail ad manager of the *Chicago Sun-Times*, has been named manager of a combined *Sun-Times* and *Chicago Daily News* retail ad department. The national and classified ad departments of the two newspapers were previously combined, and the retail departments will be consolidated July 15. Robert D. Henderson, sales manager of general advertising, has been named to the new post of sales manager for display advertising for both dailies. LeRoy G. Tabbert, who has been retail ad manager of the *Daily News* since 1959, becomes assistant manager of the combined retail department.

Gates Russomanno Farnath Radford

PHILLY PARTY—*The annual outing of the Philadelphia Magazine Managers' Assn., held at Huntington Country Club, brought together three N. W. Ayer & Son execs, Bud Gates, Les Farnath and Harlan Radford, and Russ Russomanno of Everywoman's Family Circle.*

Moon Named Copy Chief

Hunter & Staples, Sacramento, has appointed Keith H. Moon copy chief. Mr. Moon formerly was advertising manager of Competition Motors, Hollywood, distributor of Volkswagen automobiles for southern California, Nevada and Arizona.

MBS to Offer Editorial Service

Mutual Broadcasting System will initiate editorial service for its more than 450 affiliated radio stations throughout the U. S. on Aug. 1. A group representing all network stations has unanimously petitioned Robert F. Hurleigh, president of MBS and a former news commentator, to "voice" the editorial copy for the stations. Mutual also disclosed that it will furnish a newsletter service to its affiliates.

McDonald to Chartmakers

Donald W. McDonald, previously a group sales manager with Radio Advertising Bureau, has been named an account executive at Chartmakers Inc., New York, a company specializing in sales promotion and visual presentations.

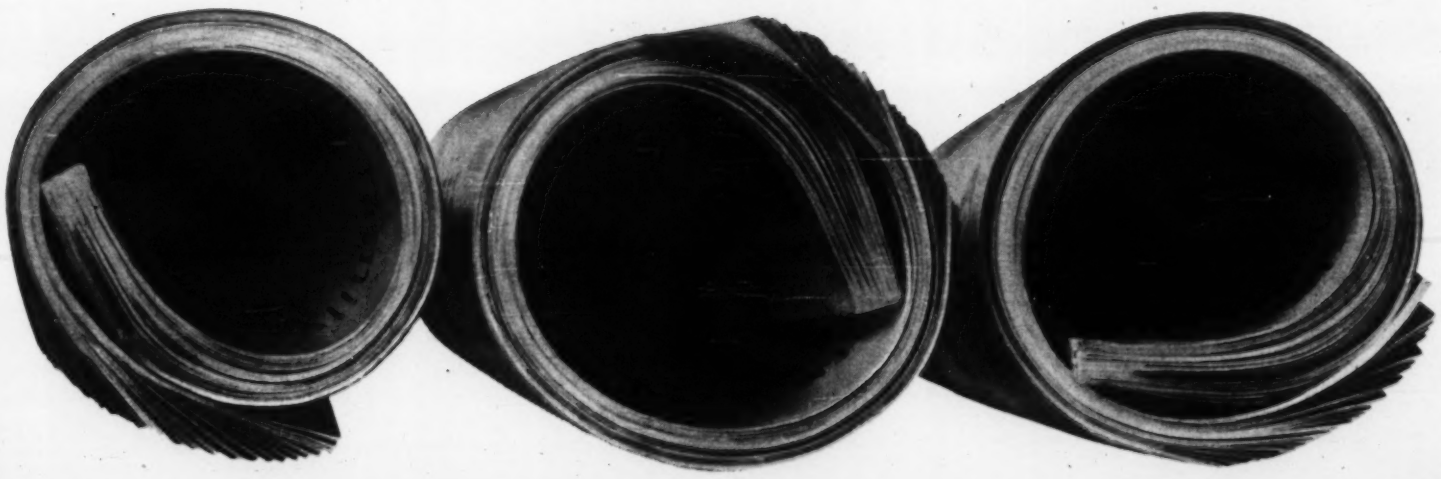
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

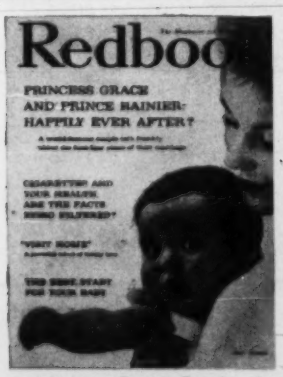
Put this record to work for you. Write, wire or call.

THE JINGLE MILL
243 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

1 RADIO ENTITY WITH 8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO
Total impact for total product distribution or tailored market flexibility.
Lobsteradio (By Market Size)
Portland Bangor Lewiston
Caribou Waterville Augusta
Sanford Rumford
REPRESENTED BY:
For full details contact:
NEW YORK: Richard O'Connell, Inc.
BOSTON: Harry Wheeler Company
CHICAGO–DETROIT–WEST COAST: Doren F. McGovren Co., Inc.
Executive Offices: Columbia Hotel, Portland, Maine Tel. SPruce 5–2336



The picture says it: the one thing that has made our new all-time-high circulation figure is the magazine itself. Redbook has built Redbook's audience. Our editors have made a life study of the vital interests of today's vital Young Adults and edit for them. We inform them, entertain them, help them handle their living situations. Result: 3,100,000 guaranteed, starting July. Result: 80 consecutive issues that have outsold their corresponding month's issue of the year before. Result: the highest percentage of Young Adult readers of any mass magazine in the country. Result: advertisers swarming to where the honey is . . . REDBOOK, The Magazine for Young Adults.



Another exciting publication of THE McCALL CORPORATION, 230 Park Avenue, New York, Murray Hill 6-4600 – and Chicago, Boston, Los Angeles

There's more to audience size than meets the Eye. For instance, iris in on this: to reach a given number of homes, some advertisers pay from 7% to 26% more than they have to. Or, put another way, they reach nowhere near as many homes as they can. We're talking CPM of course, and here's the ABC of it: a sample expenditure of $100,000 on ABC-TV will get you 2 million more commercial home impressions than on network Y. That's a bonus as big as the number of TV homes in the state of Michigan. It will

get you 6.6 million more than on network Z—a bonus equal to New York and Michigan combined! It stands to reason that advertisers who relate audience to cost should consider ABC-TV the #1 network. And that may be why advertising investments on ABC are growing faster than on any other network. Figure it out for yourself by referring to Nationwide Nielsen TV Cost and Audience Data Average Oct. 1959 through April 1960 reports. 6-11 PM Monday-Sunday. Estimated time and published talent costs. *

*(See footnote above.)

Standard Brands Sues Planters

Standard Brands Inc., New York, has filed suit against Planters Nut & Chocolate Co., Scranton, to compel Planters to transfer nearly 50% of its stock (114,345 shares) which Standard Brands purchased for more than $12,000,000 from a trust. This would give Standard control of the 53-year-old company. Planters is fighting the move with the contention that other offers might be made for the company and they want an extension of time to evaluate the Standard Brands offer.

Mint Calso Bows in West

Calso Water Co., San Francisco, will introduce its Mint Calso beverage in July with its heaviest consumer campaign. Besides a two-color newspaper ad drive in the San Francisco area, the company will distribute millions of "greenback" coupons through retailers, which can be submitted in a contest offering a trip to Tahiti for two. Young & Rubicam is the agency.

Need to Analyze Your Public Relations?

Press Clippings can keep you fully informed on the results of your public relations program. You can see how many of your releases are published . . . what coverage is given to events you stage . . . what the editors of the nation are thinking. This knowledge will help you plan and develop more effective public relations programs. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y.
Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

ROP color put BB on TOP!

Another success story for ROP newspaper color advertising has come from a world-famous St. Louis enterprise.

Busch Bavarian, a new product of Anheuser-Busch, Inc., has used ROP newspaper advertising to distinguish itself as the first successful new brand of beer to be introduced on a large-scale basis in the past 50 years.

Gardner Advertising account executive on Busch Bavarian, Frank Heaston, and the account supervisor, John C. Naylor, Jr., agreed that the heavy use of four-color newspaper has been an important factor in the success of the new beer.

"ROP newspaper was used for a very specific purpose," Mr. Heaston said. "We needed color to create an image . . . set a mood . . . and you cannot effectively have the color element in the broadcast media."

You can sell more ROP color with dependable CERTIFIED Blue Ribbon CC Mats

Blue Ribbon CC Mats are molded by direct pressure and baked on the form, then go directly into the newspaper casting box for final curved casts, as many as desired. No hazards from a shrinkage-type mat; no mechanical color registration problems in the pressroom; no dissatisfied advertisers who won't include you in their future schedules.

Reliable Sources

Certified Blue Ribbon CC Mats for beautiful full-page color are available through the same reliable source as your previous service mat campaigns. Or Blue Ribbon CC Mats can be produced through your own direct pressure facilities.

CERTIFIED DRY MAT CORPORATION
555 Fifth Avenue, Dept. D, New York 17, N. Y.

Certified
BLUE RIBBON MATS

Advertising Awards in Nine Categories Given Out at AAW

Mexico City, June 30—Advertising awards in nine different media categories—newspapers, consumer magazines, outdoor, television, business publications, farm publications, radio, direct mail and transit—were made this week at the Advertising Assn. of the West convention here.

Most of the awards are sponsored by various media groups, in conjunction with AAW. Cited in the awards are the advertiser, the agency and, in most cases, various personnel having something to do with the winning advertisement.

Listed below are the first prize winners:

Newspaper Advertising Awards

General Advertisements

B&W

Over 640 lines (tied with Union Bank): Advertiser: Qantas Empire Airways. Advertising manager: Jack Kelso. Agency: Cunningham & Walsh. Copywriter: Fred Manley. Art Director: John Flack. Caption: "Hole in the ground."

Over 640 lines (tied with Qantas): Advertiser: Union Bank. Advertising manager: Howard Sosbee. Agency: Milton Weinberg Advertising. Art Director: Sam Diamond. Caption: "A Most Unusual Bank."

Under 640 lines: Advertiser: Richmond-Chase. Advertising manager: E. N. Richmond II. Agency: Cunningham & Walsh. Copywriter: Fred Manley. Art Director: Cal Anderson. Caption: "I did it with Diet Delight."

R.O.P. Color

Advertiser: Easy Bay Municipal Utility District. Advertising manager: Hart Eastman. Agency: Hoefer, Dieterich & Brown. Copywriter: James Nelson, Dan Dippery. Art Director: Blair Collett. Caption: "East Bay Municipal Utility District."

Color Supplement

Advertiser: E. & J. Gallo Winery. Advertising manager: Vern Mullen. Agency: BBDO. Copywriter: Bob Kelly, John Calene. Art Director: Ken Curry. Caption: "Flavor-Guard" series.

Retail Advertisements

In cities over 75,000 population Advertiser: Frederick & Nelson, Seattle. Advertising manager: Lex McAtee. Agency: None. (F & N advertising staff). Copywriter: James Power. Art Director: Myron Graybill. Caption: "It's Christmas at Frederick & Nelson."

In cities up to 75,000: Advertiser: Northern Hotel, Billings. Advertising manager: Joseph Burnie Callihan. Agency: Homer Groening Advertising, Portland. Copywriter: Homer Groening. Art Director: Byron Ferris. Caption: "Golden Belle Restaurant."

Consumer Magazine Awards

Full Page or Larger

Advertiser: Lockheed Aircraft Corp., Missile and Space Div. Advertising manager: C. E. W. Stevens. Agency: Foote, Cone & Belding, Los Angeles. Copywriter: Charles Coleman. Art Director: Nick Silva. Caption: "A new arithmetic for defense."

Less Than Page Ads

Advertiser: Bank of America. Advertising manager: Charles R. Stuart. Agency: Johnson & Lewis, San Francisco. Copywriter: Tom Gaona. Art Director: Ed Hamilton. Caption: "England."

Outdoor Advertising Awards

Painted Bulletins

Advertiser: California Packing Corp., San Francisco. Advertising manager: Roland Saysette. Agency: McCann-Erickson. Idea Originator: Don Putman, Grace Imbert. Art Director: Don Putman. Artist: Bill Kapra. Caption: "Try This Field-Fresh Flavor."

Posters

Advertiser: Pacific Gas & Electric Co., San Francisco. Advertising manager: A. J. McCollum. Agency: BBDO. Idea Originator: Bud D'Arezzo, Jim Deasy. Art Director: Gunnar Anderson. Artist: Nick Sidjakou. Caption: "Cook . . . fast . . . modern . . . electric."

Max Schmidt Memorial Awards for Poster Art Excellence

Advertiser: Burgermeister Brewing Corp., San Francisco. Advertising manager: Les Mullins. Agency: BBDO. Idea Originator: Jim Burch, Sam Coombs. Art Director: Marshall Potter. Artist: Charles Allen. Caption: "So much more refreshing. . ."

Television Awards

Spots

60-Seconds

Advertiser: Calo Pet Food Company, Oakland. Advertising manager: Clayton Kentnor. Agency: Foote, Cone & Belding, San Francisco. Originator of Idea & Copy: Doris Craig. Creator of Visual Treatment: John Libberton. Producer: Cascade Pictures, Hollywood. Caption: "Tired Dog."

20-Seconds

Advertiser: Burgermeister Brewing Corp., San Francisco. Advertising manager: Les Mullins. Agency: BBDO. Originator of Idea & Copy: Sam Coombs, Jim Burch. Creator of Visual Treatment: Jim Burch. Producer: Playhouse Pictures, Hollywood. Caption: "Long List."

ID's

Advertiser: Burgermeister Brewing Corp., San Francisco. Advertising manager: Les Mullins. Agency: BBDO. Originator of Idea & Copy: Jim Burch. Creator of Visual Treatment: John Norall. Producer: Playhouse Pictures, Hollywood. Caption: "More Than Most."

Program Commercials

Advertiser: Kaiser Steel Corp., Oakland. Advertising manager: Hank Hance. Agency: Young & Rubicam. Originator of Idea & Copy: Janet Watson. Creator of Visual Treatment: Randall Grochoske. Producer: UPA Pictures Inc., Burbank. Caption: "Baby Food Can."

Color Commercials

Advertiser: Carnation Company, Los Angeles. Agency: Erwin Wasey, Ruthrauff & Ryan. Originator of Idea & Copy: Bernard Gruver, Ed Morgan. Creator of Visual Treatment: Agency & Producer. Producer: Playhouse Pictures, Hollywood. Caption: "Half the fat calories."

Business Publication Awards

Full Page or Spread

Advertiser: Bank of America. Advertising manager: Charles R. Stuart. Agency: Johnson & Lewis. Copywriter: Dan Dixon. Art Director: Ed Hamilton. Caption: "Man-on-the-Spot."

Less Than Page Ads

Advertiser: Kennedy-Hannaford, Oakland. Agency: Kennedy-Hannaford. Copywriter: Staff members. Art Director: G. Dean Smith. Capiton: "period, asterisk, quotes."

Farm Paper Campaign Award

Advertiser: Wilson & Geo. Meyer & Co., San Francisco. Advertising manager: John C. Flemer. Agency: Foote, Cone & Belding. Copywriter: George Westfall. Art Director: Adrian Taylor. Caption: "Why did this 100 lb. sack of potatoes cost 5% less to grow. . . ."

Radio Advertising Awards

Advertiser: Qantas Empire Airways. Advertising manager: Jack Kelso. Agency: Cunningham & Walsh, San Francisco. Copywriter: Bob Matthes. Producer: Cunningham & Walsh. Caption: "10 P.M. Spot Only."

Direct Mail Advertising Awards

Multi-Color

Advertiser: Renoir of California, Los Angeles. Advertising manager: Herb Blitz. Agency: Gumpertz, Bentley & Dolan. Copywriter: Philip A. Bentley. Art Director: H. Joe Ware. Producer: Art Industries. Caption: "Charm Circle."

B&W or Single Circle

Advertiser: W. P. Fuller & Co., San Francisco. Advertising manager: W. P. Field. Agency: The Smith Company. Copywriter: John L. Selover. Art Director: Shirley V. Madsen, John L. Selover. Producer: The Smith Company.

Transit Advertising Awards

Class A—Los Angeles, San Francisco, Oakland

Car Cards

Advertiser: Mannings Inc., San Francisco. Advertising manager: Edward Manning. Agency: Knollin Advertising Agency. Art Director: Sigurd Mortenson, William Davalos. Copywriter: Richard Fredell. Idea Originator: Robert H. Knollin. Caption: "It's the berries."

King Size Posters

Advertiser: Pacific Tel. & Tel., San Francisco. Advertising manager: Harry L. Bright. Agency: BBDO. Art Director: Marshall Potter. Idea & Copy: Jim Benedict, John Calene. Caption: "Find a barber (or a lawn mower) fast."

Traveling Displays

Advertiser: Pacific Tel. & Tel., San Francisco. Advertising manager: Harry L. Bright. Agency: BBDO. Art Director: Marshall Potter. Idea & Copy: Jim Benedict. Caption: "Find shock absorbers (or brake service) fast."

Class B—All other cities

Car Cards

Advertiser: Colorado Condensed Milk Co. Advertising manager: T. R. Pflimlin. Agency: Harris & Love, Salt Lake City. Idea & Art Director: Richard Q. Bailey. Copywriter: Francis E. Peek. Caption: "New Columbine."

King Size Posters

Advertiser: Colorado Condensed Milk Co. Advertising manager: T. R. Pflimlin. Agency: Harris & Love. Idea & Art Director: Richard Q. Bailey. Copywriter: Francis E. Peek. Caption: "New Columbine."

Traveling Displays

Advertiser: Peter J. Booy Rose Nursery, San Jacinto. Agency: Champ, Wilson & Slocum, San Diego. Art Director: Bob Michetti. Idea & Copy: Gerald F. Champ. Caption: "West Best Roses."

Expect
BIG
RESULTS
in a
SECOND*

*WISCONSIN'S GREAT 2nd METRO MARKET
GREEN BAY-APPLETON INTERURBIA

FACT #6 TOTAL RETAIL SALES, $316,176,000.
(Sales Management Survey of Buying Power, 1960)

Saturate This Great Market with One Low Combination Rate

GREEN BAY PRESS-GAZETTE
APPLETON-NEENAH-MENASHA POST CRESCENT
Represented By SAWYER-FERGUSON-WALKER Co., Inc.

Sackheim-Bruck Adds Two; Appoints Roger Franklin

Maxwell Sackheim-Franklin Bruck, New York, has been named to handle advertising for White Shield Corp., New York, a franchised health and beauty aid company selling to non-drug outlets such as supermarkets and department stores. Magazines, newspapers, radio, tv and business publications are being used. The agency also has been named to handle national consumer advertising for Armstrong Nurseries, Ontario, Cal.

Maxwell Sackheim has promoted Roger Franklin to vp and account supervisor. Mr. Franklin headed his own sales promotion and direct mail organization before joining the agency last year.

Du Pont Sets Sweater Push

E. I. du Pont de Nemours & Co., Wilmington, has scheduled a three-prong push for sweaters made of Orlon. The "tote" sweater for summer wear was promoted on a special commercial in June on "The Du Pont Show with June Allyson" (CBS-TV). Sweaters for back to school will be promoted during the fall in *Mademoiselle*, *New York Times Magazine*, *Seventeen* and *Vogue* and Sunday supplements, as well as on the June Allyson show. The same media will be used again to promote sweaters for the holidays. Batten, Barton, Durstine & Osborn, New York, is the agency.

To sell air conditioners you need New York and THE NEWS!

350,000 NEWS	180,000 Mirror	230,000 Times	100,000 Herald Tribune	140,000 Journal-American	150,000 Post	180,000 World-Telegram & Sun

(Source: Profile of the Millions—2nd Edition)

In the biggest and best air-conditioning market, The New York News has 350,000 readers in households owning room air-conditioning units—more than any other New York morning or evening newspaper.

The News also has more readers in households owning automatic washing machines, electric refrigerators, electric ranges, electric mixers, other major appliances.

Reaching more buyers, The News pushes up quota curves, turns up turnover, brings crowds to the selling floor—from all income groups. The News has more readers in families with incomes over $5,000, and more over $10,000 than any other New York newspaper,

Whatever you sell—you need The News! Only The News delivers the vast potential of the nation's biggest market.

The nearest New York News office will gladly tell you more about your biggest sales opportunity!

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—634 Buhl Building, Detroit 26—1405 Locust St., Philadelphia 2—3460 Wilshire Boulevard, Los Angeles 5—407 Lincoln Road, Miami Beach 39—155 Montgomery St., San Francisco 4—27 Cockspur St., London S. W. 1, England

★★★★★ **THE DENVER**

The Voice of the Rocky Mountain Emp

Vol. 68, No. 306 — *Denver, Colo.—Climate Capital of the World*

Population Jump

Panon Camera Records Four-Mile Swath o

Utility of the Panon camera records a four-mile-wide section of metropolitan Denver, looking west from a plane over Aurora. The distance between E. Alameda Ave., on one edge of Lowry Air Force Base, to Smith Road, on one edge of Stapleton Field, is 45 city blocks, or about four miles. Lowry and Stapleton are outlined in white: Dark st field's east-west r

RECORD SET

Auto Sales Jump 10 Pct.

New car sales in the four-county Denver metropolitan area to May 1 were up 10 pct. over the same four-month period last year to set a new record.

Compact cars accounted for more than 23 pct. of total sales. Sales of imports were down slightly, and the American Motors Rambler has climbed back into third place in sales among all makes despite the new competition from Falcon, Corvair and Valiant.

Those were highlights of a report on new car sales during the first four months of 1960 issued Saturday by the Metropolitan Denver Automobile Dealers Assn.

The combination of Chevrolet and Corvair topped the sales list with a total of 3,287 units sold, compared with [illegible] up to

NewTown To Rise On Slopes

By WILLARD HASELBUSH
Denver Post Business News

Oil Totals Ahead of '59 Pace

Colorado's 1960 oil production is running slightly ahead of what it was a year ago at this time, the Rocky Mountain Oil & Gas Assn. reports.

Production figures released by the Oil and Gas Conservation Commission for the first four months of this year show Colorado's 261 oil fields are producing at the rate of 128,996 barrels per day.

This compares with last year's daily production rate of 127,255 barrels per day. If the current trend continues for the rest of the year, 1960 production will total just over 47 million barrels.

Production in 1959 was 46,448,[illegible]116 barrels. The state's biggest year was 1956, when production [illegible] 218 barrels.

$172 MILLION TOTAL

Report Sho College Ne

By JIM RITCHIE
Denver Post Staff Writer

Colorado's 13 publicly supported uni junior colleges will need upward of $17 new construction in the next 10 years the Legislature's Committee for Educa the High School showed Saturday.

Sen. Roy H. McVicker (D) of Whea mittee chairman, pointed out this amo will be needed if college enrollments pected.

Up to $146,1 quired for ne the state's si The seven jun pected to nee for construct years.

Enrollme by the coll 44,700 full- be attendi

Carnation Firm Adds To Plant

A Denver firm which markets one out of every ten carnations [illegible] officially

POST

HOME EDITION

5 Cents, 78 Pages

s 64 Pct.

Denver

inside Stapleton boundaries is the
nway, 10,000 feet long.

Area Nearing 1 Million Mark

There are now 923,653 residents of metropolitan Denver, 64 pct. more than the 1950 census count of 563,832.

The preliminary total was announced Saturday by the U.S. Census Bureau. Census workers said a few Colorado residents still have not been counted.

During the past ten years, Colorado's population climbed from 1,325,089 to 1,738,276, an increase of 31 pct. Of the twenty-one states reporting 1960 census totals so far, only two have grown at a faster rate than Colorado.

County by county, the Census Bureau estimated the population increase in the standard metropolitan Denver area as follows: Denver, 489,709, a gain of 15 pct.; Adams, 119,793, a gain of 197 pct.; Arapahoe, 112,836, a gain of 116.5 pct.; Boulder, 72,670, a gain of 52.5 pct.; and Jefferson County, 127,645, up 129 pct.

The population of the Denver metropolitan area should hit the million mark by 1962 if the rate of growth in the past decade continues.

By 1970 the metropolitan population would be nearly 1½ million and the state about 2¼ million at the present rate of increase.

Titan Lifts Economy Of Denver

How much money will Titan II bring into the metropolitan Denver economy?

Best estimates are $500 million at the least, and possibly as much as three-quarters of a billion dollars.

In January, Maj. Gen. Ben I. Funk, commander of the Air Force Ballistic Missiles Center, told the Denver Chamber of Commerce that Martin's Titan contracts then totaled more than $500 million.

This did not include many millions of dollars Martin will receive for its Titan base activation jobs.

Since Titan II is expected to cost about what Titan I did per missile, and since eight Titan II squadrons now are programmed against only six Titan I squadrons, Titan II almost certainly will bring Denver more eco-

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Costs Up For Area Property

Skyrocketing values of new and old residences in Denver and fringe areas were
lighted Saturday d
conference of
Colorado A
Boards a
Aurora.

**Addr
Denver
a works
Rein, pre
Ensor Real
homes built
and priced at $1
today are selling for
to $18,000.**

The value of older homes has appreciated perhaps more amazingly, said Rein. He cited an example of a property in Capitol Hill which was priced at $2,500 with $25 down in 1938 recently being sold in one week for $9,750. The two-bedroom house now is 60 years old.

Photographer for Post Receives 2nd Honor

Albert Moldvay, Denver Post photographer who recently was named newspaper photographer of the year, Tuesday won another major honor.

Look Maga

Two lead
home builders have
ored by the National Gypsum Co., Buffalo, N. Y., as "Home builders of the week" in three-page color ads appearing in the Saturday Evening Post, it was announced Saturday by David E. Brackett, territorial man-

years.

UAL Starts DC8 Flights

Denver

few papers anywhere cover their home city and trade area as effectively as the Denver Post

sell the nation's 3rd fastest growing · major market through one of America's great newspapers

Editor and Publisher: PALMER HOYT
Represented Nationally by:
MOLONEY, REGAN & SCHMITT, INC.

CIRCULATION

Daily	256,175
Sunday	337,654
Empire Magazine and Comics	360,009

A. B. C. Publisher's Statement *March 31, 1960*

All stories in this advertisement are reproductions of news items which appeared in regular issues of THE DENVER POST.

Just the facts, man*

WJIM-TV has 49 out of the top 50 highest rated shows!

* Lansing Nielsen, Feb., 1960

COVERING THE NATION'S 37TH MARKET

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic CBS

Honor Awards Handbook Slated for Fall Publication

The Honor Awards Handbook, Berkeley, Cal., first published in 1957 and out of print since last fall, is being revised and brought up to date, with publication set for early fall. The handbook contains general information on contests and awards in the fields of radio, television, newspapers, magazines, allied fields and industries. Information contained in the handbook includes name of contest or award, deadline, media, category, purpose, form of entry, and rules and awards for each contest and award. Additional information may be obtained from Milton L. Levy, Honor Awards Handbook, Box 425, Berkeley, Cal.

Stanton Joins Pratt & Whitney

Paul N. Stanton, formerly general sales manager of the Clearing Machine Corp., division of U. S. Industries, Chicago, has joined Pratt & Whitney Co., West Hartford, Conn., as vp of marketing.

Plan International, AAAN Drop Talks on Joint Operation

NEW YORK, June 28—Plan International, a network of agencies in 12 European countries, will not affiliate with the U.S.-based Affiliated Advertising Agencies Network.

A proposal that the two groups form a cooperative alliance was made by AAAN at Plan's meeting in Geneva in April (AA, May 16).

James S. Plaut, Plan's North American delegate in New York, told ADVERTISING AGE this week: "Plan International contemplates no alliance with a single American agency or network of agencies, as it enjoys, and hopes to continue to enjoy, sound and constructive working relationships in Europe with a large number of American agencies."

■ Ben Tallman, Chicago, executive secretary of AAAN, said that his group would begin affiliation with individual agencies in Europe and other countries.

Last week AAAN elected to membership a Paris agency—Office Central D'Etudes et Realisations Publicitaries (OCERP).

In addition, Mr. Tallman said, AAAN hopes to add about six more foreign agencies to membership during the next few months. #

Drewry's Adds TV Stations

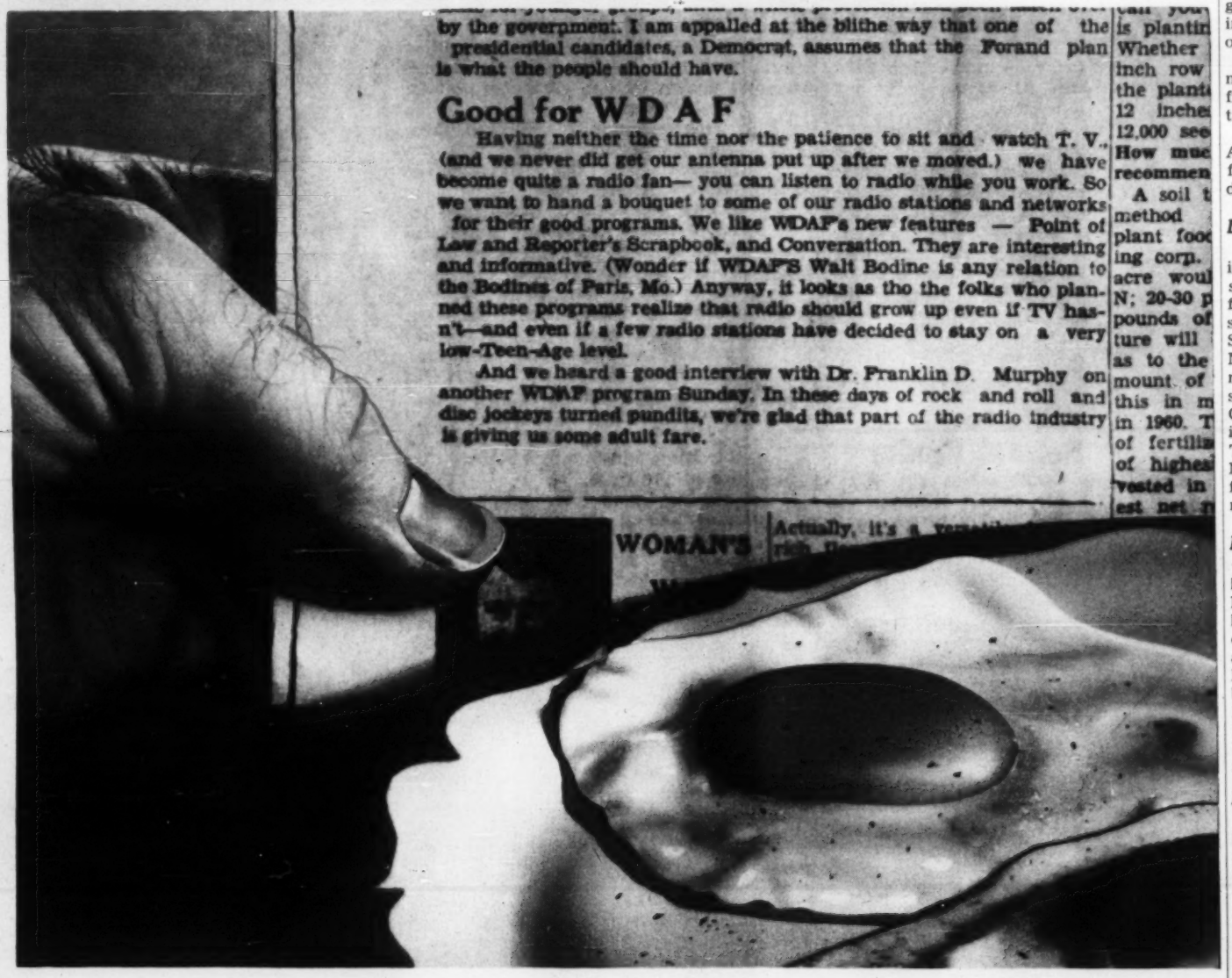
Drewry's Ltd., South Bend, has increased its station lineup for the syndicated series, "Manhunt," from eight to 16 markets. The show, which is distributed by Screen Gems, is placed through MacFarland, Aveyard & Co. Other multi-market sponsors for the show include Genesee beer (McCann-Marschalk) and Miles California Co. (Wade Advertising). The Genesee buy covers upstate New York. Miles bought the show for Alka-Seltzer in 10 West Coast markets.

Lefton Adds General Baking

General Baking Co., New York, has appointed Al Paul Lefton Co., Philadelphia and New York, to handle advertising for its Philadelphia and Baltimore marketing areas. This portion of the General Baking account has been handled by Compton Advertising. General Baking produces and distributes Bond bread and other baked goods. Billings are reportedly around $350,000.

Lang Rejoins National Telefilm

Robert Lang has rejoined the sales staff of National Telefilm Associates, New York, tv film distributor, after a five-month leave of absence. Perry B. Frank Jr. has left NTA's sales staff to become president of Sports Photos, New York, a new company which markets photographs of sporting events.


by the government. I am appalled at the blithe way that one of the presidential candidates, a Democrat, assumes that the Forand plan is what the people should have.
Good for W D A F
Having neither the time nor the patience to sit and watch T. V., (and we never did get our antenna put up after we moved.) we have become quite a radio fan— you can listen to radio while you work. So we want to hand a bouquet to some of our radio stations and networks for their good programs. We like WDAF's new features — Point of Law and Reporter's Scrapbook, and Conversation. They are interesting and informative. (Wonder if WDAF'S Walt Bodine is any relation to the Bodines of Paris, Mo.) Anyway, it looks as tho the folks who planned these programs realize that radio should grow up even if TV hasn't—and even if a few radio stations have decided to stay on a very low-Teen-Age level.
And we heard a good interview with Dr. Franklin D. Murphy on another WDAF program Sunday. In these days of rock and roll and disc jockeys turned pundits, we're glad that part of the radio industry is giving us some adult fare.
WOMAN'S

The above editorial is from the Humboldt (Kans.) Union of Thursday, April 7, 1960.

Humboldt is about 105 miles down highway 169, southeast of Kansas City . . . where the sound from Signal Hill comes in loud and clear, just as it does in hundreds of towns all over the golden circle WDAF has served since 1922.

We are most grateful to Publisher Malcolm Higgins for this recognition because he has praised the qualities WDAF Radio has worked the hardest to achieve . . . interesting, informative adult programming.

WDAF 610 RADIO • SIGNAL HILL • KANSAS CITY, MISSOURI

REPRESENTED BY HENRY I. CHRISTAL CO., INC.

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM ★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"

BACON'S CLIPPING BUREAU

14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

FINNEGAN DOESN'T LIVE HERE ANY MORE...

He was a whopper... Finnegan was. A six-pound legend of rainbow trout who could baffle Izaak Walton.

Year in, year out, there he'd be . . . not two feet from shore. But let him spot a lure . . . and the black pool would close over him. No enticement could pierce his personality . . . and make him bite.

Then one day, a kid came by with a line, a hook, and a hunk of bread.

Finnegan doesn't live here any more. Too bad, really. Some folks thought his instincts were almost human. And they were right.

You can be face to face with a person—close enough to feel. But if you're not communicating in his element, giving his personality food for thought, you're not really in touch. He'll never give you a tumble.

Learning how his personality works—his likes and dislikes, appetites and doubts—becomes even more vital, when you're trying to reach him through a glass picture tube. Or past the flippant flipping of a magazine page.

And at McCann-Erickson we are constantly learning—by talking with people, watching people, listening to people. It is simply mutual communication. We prefer another name—*The Personal Approach.*

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

Revlon Buys Realistic Co.

Realistic Co., Cincinnati, maker of professional beauty salon products, founded in 1925, has been purchased by Revlon Inc., New York, for "several million dollars" in a combination of cash and stock. Realistic employs about 150 people and has a product line including permanent waves, shampoos, hair dressings, sprays and conditioners. It will be a wholly-owned Revlon subsidiary. Its present agency of record is Perry-Brown, Cincinnati. Phil D. Spaeth has retired as chairman of the board.

Hyman Leaves UAA

Eliot Hyman has resigned as president of United Artists Associated, New York, tv film distributor. Replacing Mr. Hyman is Arthur B. Krim, who also will continue as president of the parent company, United Artists Corp. Mr. Hyman will announce his future plans after a two-month European vacation.

Information for Advertisers

"Using Dealer Aids Effectively," a report based on a forum held recently for retailers, manufacturers and agencies, has been published by the sales promotion division, **National Retail Merchants Assn.** Included in the book are discussions of mats, radio scripts, statement enclosures, direct mail, ad blowups, publicity releases, seasonal promotion kits and window displays. Priced at $3.50 to NRMA members and $5 to non-members, the book may be obtained from the National Retail Merchants Assn., 100 W. 31st St., New York 1.

The NRMA has also set up a tv committee to work with the Television Bureau of Advertising to study tv techniques for retailers. A retail manual on how to use tv, based on a questionnaire sent to 10,000 members, is expected to be completed in the fall.

• The economic, technological, financial and marketing outlook of the textile industry is covered in a 40-page brochure, "A Look at the 1960s," published by **Werner Textile Consultants**, 1430 Broadway, New York 18.

• "How to Sell Shoes Successfully," a 20-page booklet, has been published by **Endicott-Johnson Corp.** Included in the booklet are tips on greeting the customer, presenting the merchandise, how to present children's shoes, how to overcome sales resistance and the do's and don'ts in suggestion selling. Additional information is available from Endicott-Johnson Corp., Endicott, N. Y.

• A study of the Quad-Cities (Rock Island, Davenport, Moline and East Moline) and the position of radio in selling this market is covered in a study, "A Quality Market, the Quality Station," prepared by Avery-Knodel for **WHBF**, Rock Island. Copies of the report may be obtained from H. C. Altura, Avery-Knodel, 720 Fifth Ave., New York 19.

• A new media file giving complete description of circulation development, analysis of circulation and an explanation of its editorial approach to the subject of packaging, has been published by **Food & Drug Packaging**, 660 Madison Ave., New York 21.

• "A Map of Sales—Not Miles," relating Canada's provinces, counties and census divisions to their importance as retail sales dollar markets, has been published by **Weekend Magazine & Perspectives.** Provinces, counties and census divisions are scaled in direct proportion to the number of dollars spent in each geographic area. Copies may be obtained from W. A. Goodson, vp, advertising, *Weekend Magazine & Perspectives*, 231 St. James St. W., Montreal 1.

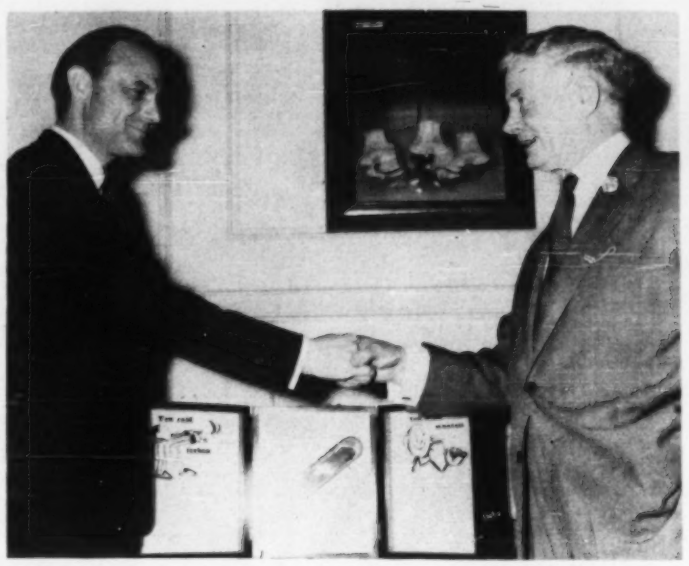
• **Sobhon Advertising Ltd.**, Bangkok, Thailand, has published a market data survey on the habitation patterns, consuming habits and expenditures of the average family unit in Thailand. Additional information may be obtained from B. W. Tallman, executive secretary, Affiliated Advertising Agencies Network International Headquarters, Wrigley Bldg., Chicago 11.

• Fingertip reference to five grades of Mobile printing papers is one of the main features of a new and colorful swatch booklet, produced by **Hollingsworth & Whitney** division of Scott Paper Co. Swatches of Mobile Vellum, Index, Ivory Tag, White Tag, and Cream Postcard, with descriptions, stock sizes and weights of grade, are included in the booklet. Copies of the booklet, "Mobile Printing Papers," are available from Hollingsworth & Whitney division, Scott Paper Co., Chester, Pa.

• **Pasco Publishers** has published Report No. 591, "A Guide to More Successful Advertisement Planning," a 25-page report listing the best proved concepts of successful selling and advertising. Priced at $4.95 each, copies may be obtained from Herb Mercready, president, Pasco Publishers, Box 555, Tribby, Fla.

• **Peters, Griffin, Woodward** has published a revised edition of its "Spot Television Cost Yardsticks," a booklet designed to assist advertisers and agencies in estimating the cost of various spot tv campaigns. The brochure provides a market-by-market breakdown for 80 markets and total cost estimates for nighttime half-hour programs, nighttime 20-second announcements, five daytime participations per week, and a plan of 10-12 minute participations. Additional information is available from Peters, Griffin, Woodward, 250 Park Ave., New York.

• **National Hog Farmer** has published its "1960 Field Study of Swine Producers," which includes data on corn production and fertilizer application, truck ownership and application, management practices, buildings and equipment, and feeding and nutrition. Additional information may be obtained from *National Hog Farmer*, Box 156, Grundy Center, Ia.



GOLD QUILL—*A specially mounted replica of the Gold Quill awarded in 1959 to Lindley Abbatt in recognition of the Wilmot Breeden Ltd. advertisements was presented to David Breeden (left), chairman of the company, at a ceremony in London, England, by E. C. Mackenzie, managing director of W. S. Crawford Ltd., the agency.*

• **American Aviation Publications** has published the summer 1960 edition of the "World Aviation Directory Including Missile/Space Industries." Priced at $10 per copy, the directory lists more than 31,000 key executives, companies, organizations and products. The directory may be obtained from American Aviation Publications, 1001 Vermont Ave., N.W., Washington 5.

• "When to Use a Sales Promotion Organization," a 16-page booklet telling when, how and why companies use outside sales promotion specialists, has been published by **D. B. Hopkins Co.** The booklet is free to all executives who write on business letterhead to Dick Flanagan, D. B. Hopkins Co., 608 Fifth Ave., New York 20.

• Route lists for liquor licensees, including package stores, hotels, motels, restaurants, inns, and taverns serving liquors, as well as building suppliers, hardware stores, drug stores and gasoline stations, have been published by the **Berkshire Eagle**, Pittsfield, Mass.

• First of a series of informational booklets on concepts in video tape recording has been published by the Magnetic Products division, **Minnesota Mining & Mfg. Co.** Entitled "The Show Is on Video Tape," the book comprises three tv case studies in the planning and production of a network commercial, a drama program and a local "spectacular." Copies of the booklet, priced at 25¢ per copy, are available from Russell F. Roth, Box 3500, St. Paul, Minn.

• The 12th annual "Salt Lake Consumer Analysis" has been published by the **Salt Lake Tribune** and **Deseret News-Telegram.** The 1960 study covers consumer buying habits, brand preferences, plus basic market facts regarding the Salt Lake Intermountain area. The study is available from Newspaper Agency, 143 S. Main, Salt Lake City.

• Nine simple rules for storing and handling cellophane have been outlined in a brochure by **American Viscose Corp.** Copies of "Cellophane Storing & Handling" may be obtained from the Market Development Dept., American Viscose Corp., Film Division, 1617 Pennsylvania Blvd., Philadelphia 3.

• Formica Flakeboard—how it's made and how it's used—is the subject of two 15-minute motion pictures, produced by the **Formica Corp.**, subsidiary of the American Cyanamid Co. Additional information on the two films, "Farmville," and "Quality Under the Skin," may be obtained from Tom Bross, Formica Corp., 4614 Spring Grove Ave., Cincinnati 32. #

Press Directory Issued

The Radio-Newsreel-Television Working Press Assn., New York, has published the sixth edition of its "Mike & Screen Press Directory & Newsguide." The 210-page volume lists the working newsmen in television, radio, motion pictures and metropolitan newspapers. Industrial news facilities and press associations also are included. Copies may be obtained at $10 each from the association, 527 Lexington Ave.

Among all major newspapers on the Pacific Coast, the Long Beach INDEPENDENT, PRESS-TELEGRAM ranks

...in Retail COLOR Advertising

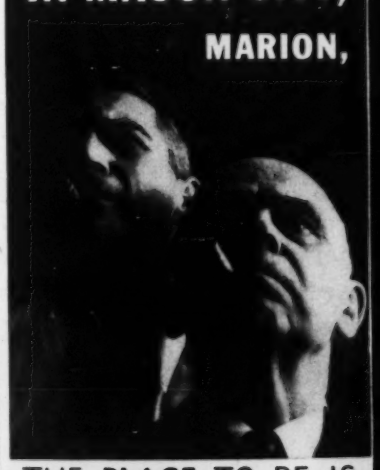
Long Beach retailers like the Independent, Press-Telegram "all dressed up" in color... it makes money for them because it sells and sells and sells. The Independent and Press-Telegram are among the leaders in the nation, too, in **total** color... 6th in the morning field; 11th in the evening in 1959... and they rank high in black-and-white advertising, too.

*Newspapers with over 30,000 daily circulation. Figures from Media Records, Inc.

WRITE FOR A FREE COPY of "STICK TO THE CASH REGISTER," our local retail color advertising test. This 22-page brochure may be very helpful to you in evaluating color in advertising.

Independent Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

IN MASON CITY, MARION,



THE PLACE TO BE IS KGLO-TV

KGLO TELECASTS ALL OF THE TOP 15 ONCE-A-WEEK SHOWS! AND 8 OF TOP 10 MULTI-WEEKLY SHOWS!*

* Telepulse Report

KGLO-TV

one of the FORWARD GROUP

KGLO KGLO-TV WMTV WTAD KHQA-TV KEYC-TV

MASON CITY, IOWA

Branham Co. National Reps.

Attention Admen!

fit type IN SECONDS!

Tens of thousands of artists, admen, printers, editors, students *swear by* the Haberule Visual Copy-Caster... world's fastest, simplest, most accurate copy-fitting tool. Only $10 at art supply stores or direct.

Money-back guarantee!

HABERULE

Box AA 245, Wilton, Conn.

the only one who inspires more gift buying than Holiday Magazine...

and what a team Holiday and Santa make for selling quality gifts for men, women and the home. Holiday's mood of complete enjoyment is a natural selling climate, akin to the mood retailers create with Christmas displays and decorations. The Holiday mood brings a product together in harmony with more than 900,000 active, affluent families.

"Do your holiday shopping in Holiday" is the theme of a nationwide promotion to give advertisers maximum effectiveness from the December Holiday. Advertisers in the December issue will be featured in advertisements in the three top retail markets — New York, Chicago and Los Angeles. These advertisements, appearing on the newsstand date, will be a check list of gift ideas for millions of families. The promotion also includes: newspaper ads and radio spots in other key retail markets, posters in commuter stations, and a special gift-buying cover message on all newsstand copies.

No wonder Holiday has solid acceptance with advertisers and retailers alike. (And December is Holiday's biggest issue.)

DO YOUR HOLIDAY ADVERTISING IN HOLIDAY!

Merchandising Ideas

Sealed Power Tells Fish Story

• They went fishing this year for an advertising campaign at American Hammered division of Sealed Power Corp., Muskegon, Mich., and landed an idea: "Fishing for oil control?" The gimmick: Glitter Twins—two goldfish swimming in a transparent plastic bag filled with chemically treated water. The entire campaign for Krome-Oil piston ring sets, developed by Roche, Rickerd & Cleary, American Hammered's agency, revolved around the fish story.

Salesmen carried bags of goldfish around in their pockets. Glitter Twins were mailed to top prospects and customers. Trade publication ads being used in automotive journals carry a large illustration of fishing scenes. Circulars for dealer distribution and direct mail pieces also use the fishing theme. One direct mail piece had a cardboard fish jumping out of the envelope when it was opened. The live goldfish are being used to give the company's sales force a conversation starter, and the fish also are being offered jobbers at cost to give the jobbers a boost with their customers.

FISHING—*American Hammered division of Sealed Power Corp. went fishing for business with a promotion built around live goldfish as an attention-getting device.*

Lawrence Bailliere, president of Ozark Fisheries, Stoutland, Mo., worked out the piscatorial details. His company developed a special process to seal food, seaweed and a pair of Glitter Twins into each plastic bag. The plastic is porous enough to let air in and toxic gases out. Under normal conditions, Mr. Bailliere said, the fish can live for several weeks until they are released into a fishbowl. The result: "Customer reaction to this promotion is enthusiastic and gratifying," said William Banta, sales manager of American Hammered automotive replacement division, and "that's no fish story," he added.

Too Busy to Keep Up With Your Reading?

Press Clippings can solve your problem if there simply aren't enough hours in the day to permit you to read the trade papers, magazines and newspapers you know you should. Many busy men have us spot and send them information on subjects of interest to them.

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

PROFIT AIDS—*Pat Lester, ad staff member of A. Y. McDonald Mfg. Co., Dubuque, plumbing equipment maker, holds two merchandising programs for dealers. One features home modernization and is based on a direct mail program. The other contains dealer aids and a consumer booklet.*

Firth Film Aids Homemakers

• Firth Carpet Co. dealers are sponsoring a series of 10 half-hour tv films, "Spotlighting You," designed to help the homemaker choose furnishings which will be both useful and flattering to her. The series, which was produced by the New York carpet marketer and is being provided to its dealers without charge, is being sponsored cooperatively by distributors and dealers in more than 10 markets so far. The only commercial, in addition to opening and closing billboards, is a three-minute live spot midway in the show presented by a local female announcer. The ads are built around a rotating list of Firth dealers who are participating in the program. Firth's agency is Doner & Peck.

Ticonderoga in Mink Coat

• For the "quality pencil that already has everything," Joseph Dixon Crucible Co. is putting mink jackets on its prestige line of Ticonderoga pencils. Not on all of them, but on several thousand mailed to dealers, prospective customers, columnists and editors. The mink adorned pencils were sent in a cutout card illustrated with a glamorous girl and the line, "The Finishing Touch." The pencil was affixed inside the card so that the mink came through the cover to form the girl's hat. Inside, copy explains that pumice is given to baby mink to chew on to keep their teeth and gums in condition and keep them healthy. The copy also says that pumice is the ingredient added to the Ticonderoga eraser top to provide a gentle rubbing action effective on "even delicate papers."

FLEXIBLE—*Swimming pool equipment distributors are receiving unique reminders from Flexible Tubing Corp., Guilford, Conn., to stock up on vacuum cleaner hose. The direct mail pieces include samples of the product urging dealers to "remember" the company and asking, "Why stick your neck out on delivery?" Noyes & Co. is the agency.*

Agency Writes Book on Taverns

• Gray & Rogers, Philadelphia agency, has completed an unusual publication job for its client, C. Schmidt & Sons, brewer of Schmidt's of Philadelphia beer and ale. The agency conceived, researched and wrote a book about old taverns to commemorate the brewery's centennial, being celebrated during 1960. The volume, "Taverns of Yesteryear," is devoted to the role played by wayside inns in the life of early America. A concluding section is devoted to Schmidt. Text is the work of Morton Bachman, public relations writer of Gray & Rogers. Art director was Vince Benedict. In all, 57,500 copies will be issued, 50,000 of which will be paperback books; the others will be case bound.

The book is being distributed to Schmidt employes, customers, suppliers and business associates as well as the press, libraries and chambers of commerce in the brewery's 10-county Philadelphia area. Additional distributions will be made in the company's 13-state marketing area along the eastern seaboard and in Ohio.

Agency, Station Stores Tie-In

• Farson, Huff & Northlich, Cincinnati agency, and WCPO-TV, Cincinnati station, recently teamed up to offer a merchandising promotion in cooperation with three local department stores. H.&S. Pogue Co., handled by Farson, Huff, focused attention on Al Schottelkotte, newscaster, with life-size cutouts of Mr. Schottelkotte in the window display and a display in the appliance department. In the stores' window display a closed-circuit tv camera was trained on passers-by. They showed up on the screen on a tv set in the window. In the appliance department, a customer-activated tape recorder carried the voice of the newscaster, who invited the customer to tune in on the news show. The appliance department also sported special stickers on all Zenith and Norge products, which are distributed by Knodel-Tygrett, co-sponsors of the news show and another Farson, Huff client.

INVITATION—*In the Pogue department store appliance section a customer presses a button to hear the voice of a local newscaster issue an invitation to tune in his show, part of a three-way merchandising promotion in Cincinnati.*

McAlpin's downtown store featured a window display calling attention to WCPO-TV's "Three Stooges" program and products distributed by the show's sponsor, Imex Toy Corp., a Farson, Huff client. The J. C. Penney store featured window and appliance department displays to promote "Penney's Million Dollar Movie," plus displays of station personalities and displays built around Zenith products distributed by Knodel-Tygrett.

Fight Spectators Get Wash 'n Dri

• When Ingemar Johansson and Floyd Patterson faced each other at the Polo Grounds in New York June 20, many of the spectators received a packet of Wash 'n Dri, with the invitation to "keep cool and refreshed during the fight." Unexcelled Chemical Corp., Canaan, Conn., maker of the premoistened paper towelettes for hands and face, arranged for distribution of some 10,000 packets to the ringside spectators and the battery of press representatives in a promotion with the fight's promoter, Feature Sports Inc. The sampling was part of the company's consumer products division's program of acquainting the public with the product at point of purchase or point of use, Wentworth H. Barnes, exec vp, said. #

Ad Clinic #16

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Avoid overstatement

Who ever heard of anybody — much less a hotel company — offering a 104-page brochure? And free, yet.

This ad must be promising more than it can deliver.

Beg pardon, sir. You can indeed get this 104-page, fact-packed brochure — free. Contains dope on all 54 Sheraton Hotels, how to get a confirmed room reservation anywhere in 4 seconds with Sheraton's electronic *RESERVATRON*, etc. To get booklet (and to prove you read this ad), write: **Sheraton Corp., Ad Age Ad #16, 470 Atlantic Ave., Boston, Massachusetts.**

PERSONAL SERVICE

Your time is invaluable. Yet you must know. That's why a Farley Company representative is trained to give you a concise but accurate picture of the specialized business markets reached by the media he represents. His success depends on how well he presents the facts to you.

Markets Served

Air Conditioning • Electrical Contracting • Electric Utilities • Electronics • Industrial Maintenance • Industrial Distribution • Mechanical Contracting • Savings & Loan • Policy Level Management

THE FARLEY COMPANY

Business Paper Representatives
120 S. LaSalle St., Chicago 3, Ill. • FI 6-3074

During his leisure hours, there are two things that the average person will almost certainly do: watch television and eat. (In fact he frequently does both at the same time.) No wonder these major food advertisers invest in TV GUIDE. No wonder food linage in TV GUIDE... America's #1 checkout magazine... is up 40% for the first 6 months of '60.

TV GUIDE

Best-selling weekly magazine in America... circulation over 7,250,000

PHOTOGRAPHIC REVIEW

Rees Haines Cummings Gottlich Banghart Holbrook

ANNIVERSARY—*Top execs at Compton Advertising, New York, recently honored Minna Gottlich, head of the agency's checking department, on completion of her 45th year with the agency. Miss Gottlich, who started work in 1915 for the agency when it was known as Blackman-Ross, is smilingly surrounded by Jack Rees, exec vp; Henry A. Haines, treasurer; Bart Cummings, president; Reginald Banghart, senior vp, and Robert Holbrook, chairman of the board.*

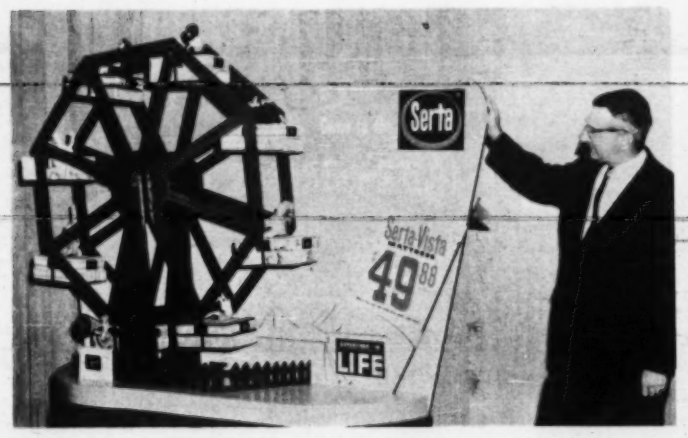
ROARING '20s—*Bayless-Kerr, Cleveland, celebrated its 40th anniversary with a party having a 1920s motif. Here Neville Bayless, president, shows Constance O'Donnell, receptionist decked out in flapper fashion, a layout used by Bayless-Kerr after World War I.*

Clark Russell Keith Rindenow

BICENTENNIAL—*King-size congratulations went to P. Lorillard Co. from Foster & Kleiser with this outdoor bulletin erected in Los Angeles to honor the cigaret maker's 200th anniversary. Attending the unveiling ceremonies were, from Lorillard, Frank P. Russell, West Coast sales manager, and Herman Rindenow, field manager, and from the Beverly Hills office of the agency, Lennen & Newell, Cordy Clark Jr., merchandising director, and Fred R. Keith, manager of the office.*

Treat Landon Franz Marshall Ware Kerrigan Ziegler Miller Croce Stephenson Weber

FORMAL FISHING—*Attending a recent fishing festival sponsored by Guy Gannett Publishing Co., Portland, Me., were advertising men who came from as far away as Philadelphia. Here assembled in their non-fishing clothes are Russell E. Franz and Owen E. Landon Jr., Julius Mathews Special Agency, Philadelphia and New York, respectively; John Kerrigan, Sun Oil Co., Philadelphia; Carl Croce, Sentinel, Waterville, Me.; Richard Treat and George Marshall, Press Herald & Express, Portland, Me.; Gordon Ware, Du Pont, Wilmington; William Ziegler, J. Walter Thompson Co., New York; Kenneth Miller, N. W. Ayer & Son, Philadelphia; W. Carroll Stephenson, Petrick & Stephenson, Philadelphia, and Raymond Weber, N. W. Ayer & Son, Philadelphia.*



MATTRESS FAIR—*Donald W. Mitchell, advertising manager of Serta Associates, shows buyers at the international home furnishings market in Chicago the high points of the Serta mattress summer promotion.*

Jefferson Johnson Young

TOP SELLERS—*Percy Jefferson of the retail advertising staff and Russell W. Young, advertising manager of the Seattle Times, receive Hamilton electric watches for winning first place in a competition staged by Hamilton Watch Co. for newspapers of 100,000 circulation and up. Competition was for the sale of the greatest number of inches of retail tie-in copy to a national advertising schedule. Bob Johnson, Pacific Northwest manager of Hamilton, made the presentation. Mr. Jefferson celebrated completion of 62 consecutive years of employment in the Times ad department last March.*

Churchill Romney Gordon Colbert Breech

BRASS—*Preparing for the National Automobile Show, set for Detroit Oct. 15-23 (the first national auto show to be held in the Motor City), were heads of five auto makers: Harold E. Churchill, president, Studebaker Packard Corp.; George Romney, chairman and president, American Motors Corp.; John F. Gordon, president, General Motors Corp.; L. L. Colbert, chairman, Chrysler Corp., and Ernest R. Breech, chairman, Ford Motor Co. The execs are examining promotional display boards for the show.*

Something Missing

... like California without the Billion-Dollar Valley of the Bees

- **Actually, total effective buying income of more than $3 billion**
- **Buying income 44% greater than San Francisco**
- **Not covered by San Francisco and Los Angeles newspapers**

California isn't California without the booming Billion-Dollar Valley of the Bees. Bee newspapers cover the vast majority of the families in this free-spending area, which includes the nation's richest agricultural market and a growing industrial population.

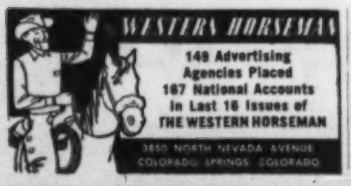
Doesn't your message belong in the Bees? Newspapers from the coast simply don't go home in California's inland Valley.

Data source: Sales Management's 1959 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.


WESTERN HORSEMAN
149 Advertising Agencies Placed 187 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Formica Shuffles Admen

Formica Corp., Cincinnati, has named James A. Costello advertising manager of decorative products and John F. Schroeder advertising manager of industrial and flakeboard products.

Selling Insurance?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85.000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

ORAL HYGIENE
1005 LIBERTY AVENUE, PITTSBURGH 22, PENNSYLVANIA

ANYTIME—*The Frito, Nicolay-Dancey division of Frito Co., Detroit, is using this 24-sheet poster during June and July to remind buyers New Era potato chips are "good anytime." Agency for the division, which serves Michigan, Ohio and portions of Pennsylvania and New York, is Otto & Abbs.*

Pincus Joins Fairchild

Ezra Pincus, formerly with Breskin Publications, has joined *Women's Wear Daily*, New York, as advertising promotion manager, succeeding Robert Liebler, who has resigned. Fairchild Publications also has named Alan H. Steinberg, formerly with Ziff-Davis Publishing Co., to its research department as supervisor of readership research. He succeeds Tully Plesser, who has resigned to join Fuller & Smith & Ross.

New Commercial TV Station in Argentina Begins Telecasting

BUENOS AIRES, June 28—Commercial telecasting on Argentina's newest tv outlet started here on Channel 9 this month.

There is to be a staff of 300 persons employed by the station, which is operated by Compania Argentina de Television. Dr. Ildefonso Recalde and Curt G. Lowe are president and managing director, respectively, of the station.

National Broadcasting Co. is associated with the new station and is providing managing and technical service for the operation. Among the key NBC personnel here now are George Graham, a staff engineer; Richard T. Hollands, former NBC budgets and financial planning director, who will stay two years, and Peter B. Kenney, who previously was general manager of an NBC-owned station in Hartford. Alfred R. Stern, vp of the NBC enterprises division, was on hand for the station's inaugural telecast.

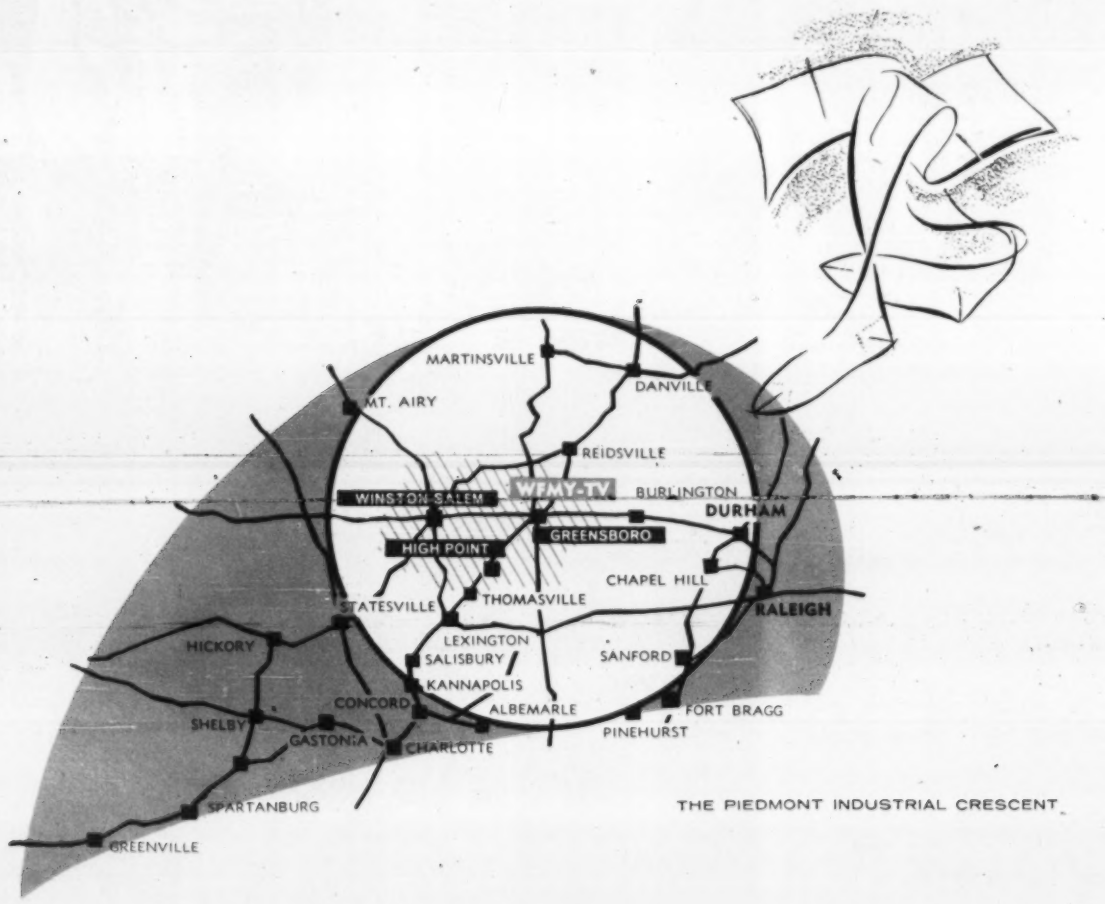
■ Among the major advertisers who have already bought time on the new station are Suchard, Coca-Cola, Philco, Nestle, Alka-Seltzer, General Electric, Kaiser, Gillette, Panagra and the Philips organization. #

'Look' Names Three

Look has promoted Alan Waxenberg from its markets and merchandising staff to the New York ad sales staff and Jack Squire from the circulation promotion staff to assistant manager of circulation promotion. Horace T. Brettelle Jr., formerly ad coordinator for the Lincoln-Mercury division of Ford Motor Co., has joined *Look* as manager of service to advertisers, a new post.

Jensen Names Ormsby Agency

Jensen Industries, Los Angeles, has named Ormsby Advertising, Los Angeles, to handle advertising for its line of bathroom cabinets, kitchen ventilating fans and hoods, and other built-in units for dwellings. Ormsby also will handle sales promotion for the Fiesta portable electric barbecue, manufactured by Jensen Engineering Co., a Jensen affiliate.



THE PIEDMONT INDUSTRIAL CRESCENT

the HOSIERY industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's gigantic hosiery industry, creating unlimited disposable income, makes the piedmont market a must buy. And WFMY-TV . . . located in the heart of the piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

wfmy-tv
GREENSBORO, N. C.
"NOW IN OUR 11th YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

DID YOU KNOW?

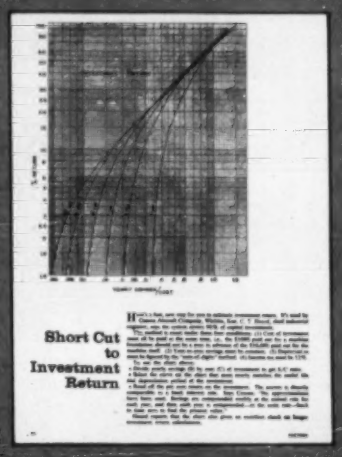
GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

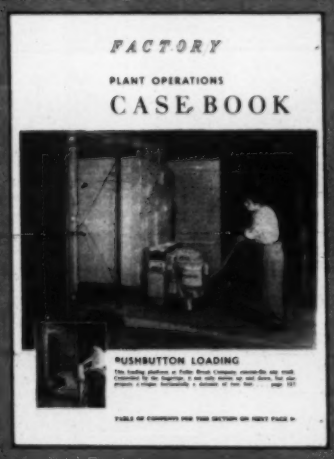
WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC
59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

WHAT IS FACTORY... "DOWN THE LINE"? OR "UP THE LINE"?





FACTORY is down, up, and everywhere else on the line in a manufacturing plant. FACTORY's editorial eye is focused on everything of serviceable interest to the men who manage plant operations. That runs the scale from the high level of "Short Cut to Investment Return", to the work-a-day ideas in the more than 40 capsule case histories of the well-read "Plant Operations Case Book". FACTORY's ad pages acknowledge this broad range in buying, too . . . are successfully pre-selling everything from data collection systems to floor scrubbers.

do you get production reports in time for a decision...or a post mortem?
IBM 357 Data Collection System speeds "live" production data to management in time for action
IBM

FACTORY

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

SALES-MAKING FACTS? WESTERN UNION SURVEY SERVICE LINES 'EM UP FOR YOU!

Trained Western Union personnel in over 1,625 cities are ready to spot-check TV or radio audience reaction, make traffic counts, or conduct detailed surveys. Western Union Survey Service gets the selling and marketing facts you need . . . when you need them. Whether it's counting noses or "nuts and bolts," if you've got the questions, we'll get the answers!

Wire us collect for the complete story. Address: Western Union Special Service Division, Dept. 2-A, New York, N. Y.

WESTERN UNION

SPECIAL SERVICES

Advertising Age

Feature Section

Woolf Picks Four, Tells Why

Illustration Confuses the C. M.

Groesbeck Cites a Common Error

Electronics Work for Retailer

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Marriage of Art and Science? . . .

Advertising Will Rely on 'Creativity and the Computer' as Society Gets More and More Complex: Northrup

As the world grows bigger and more complicated, knowledge of consumers and markets will be harder to come by, Jack Northrup of Purex Corp. believes. He foresees such things as supermarket checkout counters equipped with computers that record price and descriptive data on each item as it's sold, and that relay the information to a central data processing center, giving manufacturers instantaneous sales information. All this, he stresses, will help, not hurt, admen's creativity. He detailed his views in a speech, reproduced here nearly in full, at the meeting of the Assn. of National Advertisers in April at Pebble Beach, Cal.

By Jack Northrup
Administrative Assistant to the President, Purex Corp., South Gate, Cal.

The title of my contribution is "Creativity and the Computer." All of you, I am sure, have a clear idea in your mind as to what creativity is, and I am sure that all of you would link it very closely with advertising. Most of you also probably have an idea as to what a computer is (or electronic brain, as it has been popularly "dubbed") and you would probably be inclined to relate the computer to research or mathematics.

Now in this title, "Creativity *and* the Computer," I ask that you pay particular attention to the conjunction "*and*," because it implies that creativity is somehow related to the computer, and therefore that the advertising man is somehow linked to the research man. On the other hand, much of what you might read—if you pick up almost any advertising trade publication these days—might better be described as "Creativity *Vs.* the Computer," or the advertising man *Vs.* the research man . . .

■ With perhaps some exaggeration, it might be said that the research man tends to be regarded by the adman as a sterile manipulator of numbers without a feel for the creative process. One who must be tolerated and only occasionally can help. The adman (and here perhaps we should say copywriter), on the other hand, tends to be regarded by the researcher as an eccentric without a discernible logic process and extremely stubborn about his convictions, at least as far as copy goes.

Unfortunately, both impressions *have* had some real basis in fact. I am sure we all know a good many research men who are number manipulators, without a creative contribution to make. We probably also all know admen or creative people who do their creating in a complete vacuum of facts, and who defend 'til death the magnificent structure which they have constructed on a foundation of blue sky.

Will Research Replace Ad Freshness With a Cold Set of Numbers?

And this feeling has been widened by a sort of power struggle between the advertising man and the research man as to who will control ad content. This struggle has tended to obscure the fact that each has a great deal to contribute to the advertising process. The adman has been fearful that the spark or the freshness which he was able to build into an ad would be replaced by a cold set of numbers from a research report. He hasn't *believed* it could, but he has nevertheless been afraid.

Research on the other hand has made some real progress in understanding motivations in the mass, and it has succeeded, I believe, in giving a "*feel*" of the market to a great many business men who did not have the *intuitive* feel of the market which a good advertising man has. As a result, research men as well as other people in the business, frequently in top management positions, have moved into a province which was formerly pretty much reserved for the creative man, and have attempted to apply their new-found *synthetic* intuition in a way which builds a fence around the adman.

■ Perhaps the crowning blow contributing to this cleavage has been brought by the computer. This mystifying mass of wires and tubes is purported to have almost human powers of reasoning and thinking, while speaking a language of mathematics which is completely undecipherable to the layman.

It is not surprising, then, that so much of our present thinking in these areas runs along the lines of "creativity *vs.* the computer." The point I would like to make today is that this attitude of creativity *vs.* the computer needs to be replaced by the attitude of creativity *and* the computer. This change is as inevitable as taxes and as fundamentally natural as a corn field in Iowa, but it won't happen easily. I would like to try and show you what I mean . . .

Just imagine some of the things that the military is using today applied to business. For example, you've all read about the SAC command post somewhere near Omaha. The commanding general has almost instantaneous information on the strategic disposition of our military aircraft as well as the same information about the "enemy"—and it's all plotted on huge plotting boards that give him a visual picture of the strategy.

Well, let's just let our mind wander a little bit and explore what's *technically* possible today in providing sales information to a manufacturer of products in this instance, sold through grocery stores. Now mind you, there are economic hurdles to overcome, and I suppose some technological details to clear up. But fundamentally, this is possible.

■ Supposing each item in the supermarket were coded with a special piece of magnetic tape containing a number which gave the price and such other information necessary to describe the item. Supposing furthermore that at the check-out stand, these items passed through a machine which not only added up the bill but also tabulated sales information.

This sales information from each check-out stand could be fed into a central store computer which, in addition to providing information to this store, in turn could feed this information to a central data processing center receiving information from stores all over the country—or to a central warehouse or a chain. Of course, only a sample of stores would have to be used in order to get very accurate information, and this information on sales would be virtually instantaneous.

Now consider that, instead of paying cash, the customer simply inserted her credit card into the check-out machine and paid her grocery bill through Diner's Club or American Express. Of course, the application for credit could be expanded a little bit so that pertinent marketing information about this customer would be available. At the time that she inserted the credit card in the machine, it would not only set up her billing through the Diner's Club, but it would also transmit to the central computer the information about what kind of a person it was who made the purchase.

Thus, it would be possible not only to have instantaneous sales information, but instantaneous sales information by types of customers and perhaps even on repeat buying. Of course this information could then be fed out from the central computer to subscribing manufacturers who might receive it into their own central computing system and correlate it with internal sales data.

■ Of course, the marketing director's office would probably look more like the SAC command post—or at least the stock broker's office, but I think you only need think about it for a very few minutes to see that technology like this has some staggering implications for marketing planning and advertising.

We're not there yet, but I do know of at least one grocery chain which is furnishing the salesmen who call on it with an IBM record of the movement of their product for the preceding two weeks prior to their call. The salesman is expected to arrive 30 minutes before his scheduled appointment with the buyer and to become thoroughly familiar with the movement of his products before the buying interview. This leaves little room for being vague about how much of the product can be sold.

Of course, many good salesmen have made it a practice to be prepared along these lines based on their own records. But when the retailer begins to provide this information from his own data system and *demand* that it be studied prior to the buying interview, this can't help but have important impact on the nature of selling.

■ Consider also the automation that has taken place in chain grocery warehousing over the last several years, and the outlook for even more complete automation in the future.

These tremendous changes which are taking place in technology can't help but change people at the same time that it changes the world in which people live.

Now, indicative of how far things can go in probing people's minds, I rather hesitatingly draw upon "The Big Ball of Wax," a book written by Shepherd Mead. This book might be described as a Buck Rogers satire on the advertising business. It is very amusing, but at the same time, very provocative. The plot centers around the invention of a new machine which can tape, record and play back all the minute detail of any given experience of an individual which is chosen to be recorded. (You've heard about Smellovision—Mead calls this the Feelies.)

A headset is simply placed over the head of the individual whose experience is to be recorded and this individual proceeds with whatever experience is to be taped, the headset taking down every feeling and sensation. After it has been taped, the headset can be placed over the head of another individual who will then, without moving from his seat, go through the same experience as the one who made the recording.

Now I am not suggesting that this is a possibility now or that it ever will be. But neither would I want to say that something approaching this is completely impossible. We know that brain waves can be electronically measured (lie detector), and we know that almost every experience we have ever had is stored in

some way in our brain.

Technology Will Change During Next Ten Years

The point of this discussion is not to say that all these things will come about either during the '60s or ever. It is, however, to document the fact that the technological world of the next ten years is *not* going to be the world we know today . . .

A generation ago a man built his education and early business experience on the basis that this education and experience were the foundation of his later business success. Today we can no longer draw on our experience in the same way as men have in the past, at least technically speaking. Here I mean experience in technique of marketing and advertising as well as physical technology.

In fact, our experience can sometimes be a tremendous handicap. One need only remember that Ford, GM, or Chrysler didn't make the first compact car—that P&G, Lever, or Colgate didn't introduce a Lestoil—that Maytag didn't make the first automatic washing machine—to realize that our technical experience frequently proves the great opportunities *impossible*.

■ Now, the experience which will be important, however, is the experience in continually finding new ways to deal with new circumstances. Or, if you will, the experiences of creating. The world of advancing technology and computers in fact is more demanding of creativity than at any time in history, *because change requires creative ability for dealing with it, as well as for creating it.*

In examining the creative process for a moment, I think we find that in advertising we are much too frequently prone to consider that creativity is somehow exclusively the domain of art-form creation or copywriting. Consider for a moment this quotation from the September, 1958, issue of the *Scientific American*, written by J. Bronowski, a mathematician, on "The Creative Process."

■ "The man who proposes a theory makes a choice, an imaginative choice. . . [which] creates relations, which at bottom, can never be verified . . . it guesses at a unity which the facts present but do not strictly imply. A man becomes creative whether he is an artist or scientist when he finds a new unity in the variety of nature. He does so by finding a likeness between things which were not thought alike before . . . The creative mind is a mind that looks for unexpected likenesses. This is not a mechanical procedure, and I believe that it engages the whole personality in science as in the arts."

■ Perhaps you were struck, as I was, with the applicability of this quotation to creativity in advertising, particularly the part that says, "A man becomes creative whether he is an artist or a scientist when he finds new unity in the variety of nature."

Consider for a moment the ad for the Volkswagen headlined "Think Small." What's great about this ad? Above all else, I think its unity. The headline, the illustration, the product are all pulled together, with a single idea—smallness—which in its modest way dramatizes the bigness of the company and the idea.

Certainly there is no evidence anywhere that *less* creativity is required, either in science or in advertising, as the world changes. There is no evidence that computers are thought, by the scientists who invented them, to replace the creative process. Why then should creative advertising men fear computers any more than creative scientists?

When Change Is Swift, Computer Keeps You Abreast

What, then, is the role of the computer? In my view, the computer is a tool for storing and processing the knowledge and experience of many men in such a way as to make this experience quickly available to other men who have not had this grass-roots knowledge and experience and to make it available in a form which provides meaningful and rational interrelationships. Thus, the computer capitalizes the *experience* (or brain power) of man, just as machines capitalize the labor (or muscle power) of man.

All creative effort departs from a platform or foundation of facts, knowledge, and experience. The richness of this platform of knowledge and experience and the degree to which it is unified with a meaningful rational will have a strong bearing on the creative result. The rapidity of change which we are looking forward to and its increasing rate of advance means that the individual, less and less, will be able to have a grass-roots experience and knowledge in all of the areas in which he may function . . .

■ Therefore, and this is the key point I want to make, the creative process in advertising during the rapidly changing '60s must be based increasingly on a comprehensive, organized body of knowledge and experience. This will be necessary, since it will be increasingly difficult for any individual personally to acquire and relate the necessary knowledge and experience which the complex of marketing will demand.

This synthetic experience, if you will, may not be quite as good as the personal kind; and certainly it is no more free from the pitfalls of using it incorrectly or after it has become obsolete than personal experience is. But, as the world becomes increasingly complicated, it will be far better to have the broad base of rationalized facts and information, even though it's synthetic, than to attempt to rely on that knowledge and experience which any one individual can personally acquire in his relatively brief lifetime. While the computer can never replace creativity, creativity in our changing world *must* draw more and more from the capitalized experience which the computer can provide.

■ In addition to being a storage and processing center for rationalizing knowledge and experience, the computer also can serve as a similator of the results of alternative decisions, and this is perhaps its greatest potential. In a sense, this makes it almost a crystal ball.

Therefore, those of us who will survive the '60s must accept both creativity *and* the computer. Advertising men, marketing men, research men, and mathematicians who at the present time frequently fail completely to communicate with one another must somehow learn how to bridge this communication gap . . .

In contemplating this change and increasing dependence upon synthetic intuition, we should remember that an average is not a prison for the creative man—but rather a warning sign of either potential trouble, or opportunity.

When you stop to think about it, an engineering approach to advertising actually presents the greatest challenge to creativity . . .

■ There is one final point I would like to make. What happens to consumers in this new era? Are they going to be poked at, interviewed, probed, studied, and analyzed to the point where not even their innermost thoughts can be called their own? Is the moral lesson purveyed by Vance Packard in his book, "The Hidden Persuaders," one which we should take to heart?

I think not—and I think Vance Packard's book demonstrates his fundamental lack of understanding of the same consumer which he would have us protect from the "head shrinker."

Consumers Continually Changing Attitudes and Habits

Consumers, just like advertising men, are creative people in the mass. No sooner does one discover what makes them tick than they change the pattern of their thinking and behavior. Almost as soon as the press publicized the fact that researchers had found that automobiles were an important status symbol, the whole attitude and evaluation of the automobile as a status symbol changed, and Detroit is busy this year making up for lost time in attempting to meet this change.

The consumer is no more subject to complete control by psychologists and advertising men than staphylococcus viruses are subject to complete extermination by antibiotics. As soon as antibiotics are developed to stamp out a virus, new resistant strains of these viruses develop, and our hospitals are now learning the lesson that they can never relax their vigil against viruses, even with the new wonder drugs.

In the same way that viruses develop resistance to antibiotics, sales resistance develops in consumers when they are not constantly sold with fresh, creative ideas on products with real consumer benefit. Along with developing skill in selling on the part of advertisers comes developing sophistication and change on the part of consumers. Regardless of what we learn about the consumers, they will always be a step ahead. They will never for long be putty in the hands of the psychologist, salesman, or adman. #

The Creative Man's Corner . . .

Guess What

We have held this around for some little while, hoping that greater familiarity might just possibly inspire a more tolerant attitude than that engendered when we first came upon it a month ago.

At that time we were, to say the least, adversely affected by what we read and saw. "This," said the copy, apparently referring to the confused block of something or other with which the advertisement is illustrated *(illustrated?)*, "is a photo of the greatest advance in whisky blending in 25 years." We looked. What we saw we thought might be (a) one of the spiral nebulae, (b) dishwater going down a drain or (c) somebody muddying up the waters with a stick.

The copy said, further on, that this is really "a completely new and costly blending step." Schenley whiskies, together with grain neutral spirits, are now "whirled in a specially-designed vat by stainless steel blades rotating at a constant speed and literally whipped into a smoothness never before obtainable."

In our opinion, one of the American Distilling Co.'s brands found a much better and simpler process many years ago. We forget the name of the brand, but it was promoted by a campaign satirizing the advertising campaigns of other whiskies—which were just as silly 10 or 15 or 20 years ago as they are today. The one we remember satirized the Wilken Family brand, also a Schenley product. It showed Pa and the boys stirring their whisky in an old vat with the kind of rubber plungers used for opening clogged drains.

Kind of to bring things up to date, couldn't Schenley get better results out of an outboard motor—which one of its vps could use over a weekend fishing?

Employe Communications . . .

The President Takes Pen in Hand

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

For years the typical company president has remained cheerfully aloof from the chore of preparing a regular editorial for the pages of the employe paper. Some of these assignments—when fulfilled—have been carried out by ghost-writers; when the ghost-writers begged off or the

MODERN MEDICINE ANNOUNCES THREE IMPORTANT CHANGES

effective january 1961

1 **NEW FREQUENCY**—To be published on alternate Mondays starting with the January 9th issue. Increased from 24 to 26 times a year.

2 **NEW CIRCULATION**—Current circulation, reaching 145,719 practicing physicians under age 65, will be expanded to cover ALL M.D.'s in U.S. private practice plus ALL osteopaths in states where prescribing is permitted. The new total of 177,000 (estimated) practicing physicians will give complete coverage of the prescribing medical market.

3 **NEW DESIGN FROM COVER TO COVER**—Fresh new styling, new typography, new editorial features, new sparkling format—created for readership and beauty by some of the nation's outstanding artists, designers, and typographers.

The "New" MODERN MEDICINE Gives You Complete Coverage of the Prescribing Medical Market in the Most Needed, Most Readable Medical Journal in the U.S.

YOUR MOST EFFECTIVE OPPORTUNITY TO SELL THE DOCTOR WHEN HIS MIND IS ON MEDICINE IS IN

MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

NBP Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia BPA

machinery of executive approval became too clogged, the project was often dropped. In place of the president's editorial went something less difficult to prepare.

The mounting professionalism of the labor press, the irritations at the polling places and the apparent indifference of the vast employe group to cold economic facts have combined to bestir many top officials. All around the country the editorial pages of the industrial press are taking on a more official tone.

■ In the old days the employes read preachments about the dangers of forest fires and the virtues of clean everyday living. Today they are told, some times in highly readable language, what makes the wheels of industry turn. In the old days, the president's editorials rated a bad last in the readership popularity polls; in some concerns today they are fighting for first. Why? Simply because the boss is saying something.

Those close to the likes and dislikes of the typical employe reader (if there is such a person) are inclined to respect certain caution lights in communicating with the employe group via the presidential editorial:

■ **1. Make** the editorial look physically inviting. Here the type selection is important. It should be big, clear, legible. Use plenty of white space in margins; use plenty of space between lines.

2. Select pertinent subjects. The general theme will quickly destroy readership. The employe has specific subjects, specific themes in mind, and he is looking for answers, not evasions. If the president is in doubt as to what's bothering the employe reader, see the latest issue of the labor paper or check the grievance committee file.

■ **3.** Write simply. The complicated sentence will repel, but the deliberately schoolboy style will annoy, so steer a course midway. The presidential editorial should never be aimed above the reader's head, but the employe reader doesn't want to feel patronized by having it aimed around his knees, either.

4. Don't worry about length. Some practitioners think editorials must always be brief, crisp. There is a lot of merit in the viewpoint, and if it can be said briefly, say it briefly. Bear in mind, however, that if the boss is really saying something, the boys will read. We've checked out presidential editorials two type pages in length where more than 90% of the readers finished the last line.

5. When you start an editorial department, keep it going. The president's message today is quite often the sole source of executive viewpoint available directly to the employe. The good editorial column can build and hold a readership, and employe attention can be a mighty important ingredient at certain periods in a company's life. The man without a voice commands little attention. #

Agencies Ask Us . . .

Concerning the Common Error of Misdirected Attention

By Kenneth Groesbeck
Advertising Agency Consultant

New York is all hot and bothered, these days, over a traffic safety poster featuring Tweets, the cat (God save us) who proclaims "I've Got Nine Lives, Do You?" This horrible perversion of our language is, as might be expected, evoking screams of protest from its guardians. But, say the originators of this advertising debacle, we did it on purpose. Phrased (or misphrased) in this manner, the poster on actual tests attracted much more attention than the message in regular English. So what are you kicking about?

Kenneth Groesbeck

This is a prime example of *misdirected attention*, an error made so frequently by advertising people that it needs to be noticed and discussed. As is evident on any sound analysis of mind reaction, the attention plus enjoyed by the cat poster is almost entirely directed to the grammatical error. Practically no attention is left over to be given to the real message, "Watch your step or get killed."

(I see that I instinctively wrote that message as an advertising man would. It is not so phrased in the poster. Actually this safety message reads "Cross at the Green, not In Between," a triumph of meaningless rhyming.)

■ How the test, in this case, should have been conducted, is to shape it so that its end result would compare the number of people getting the real safety message from this poster as against those so motivated by a simpler and more direct warning such as that which I have phrased above.

It is extremely difficult, I realize, to uncover with accuracy this desired mental result. Procedure centers around the question asked of the people examined. Only an expert in motivational research could shape this test correctly, so that its results are not open to challenge. What we are trying to uncover is a mental resolve to walk safely, not the surface result, "I saw and noticed that poster."

Although I do not pose as an expert in motivation research, I do know that the procedure would be one in which the respondent would be unaware of the direction in which the probe is proceeding. Such procedures are those which ask the respondents to complete unfinished sentences or indicate unconscious mental associations.

■ All this is difficult and beyond the abilities of most advertising practitioners. Which accounts, of course, for the millions of dollars wasted in advertising which calls attention to itself or its disseminators rather than to the goods or services on sale. A prime example of this, of course, is the radio or television program in which most of the attention is given to the entertainer. So completely is the prospect's attention misdirected, that product identification or message recall is far lower than is the case with a competing program of smaller audience but sounder selling strategy.

We need to think clearly in these areas. What of the widely discussed "Winston Tastes Good, Like a Cigaret Should." Is this calculated error in phrasing a case of misdirected attention? I would say definitely not. This is a case of using vernacular rather than formally correct language. People understand it more easily and respond to its informality. Grammar is not what we ought to say, it is the way we say it.

What of David Ogilvy's famous eye patch? Is this misdirected attention? Definitely not. It is attention heightened by sympathy, an entirely different and correct procedure. The many imitators of this Hathaway shirt campaign fall flat on their faces, of course, by shooting for attention only, by bizarre and often repulsive devices, losing sight of the sympathy which is a must for securing the mental state desired in the reader or hearer.

■ I think the common-sense way for us to attack such attention problems as these is to ask ourselves, when considering any procedure or selling strategy, one fundamental question. This is; "What end mental result am I shooting for?" Not what *first* mental result, but what *end* mental result. Please note the important distinction. Not just attention, which any salesman can get by standing on his head in the prospect's office, but conviction and/or desired final action. If this question

Salesense in Advertising . . .

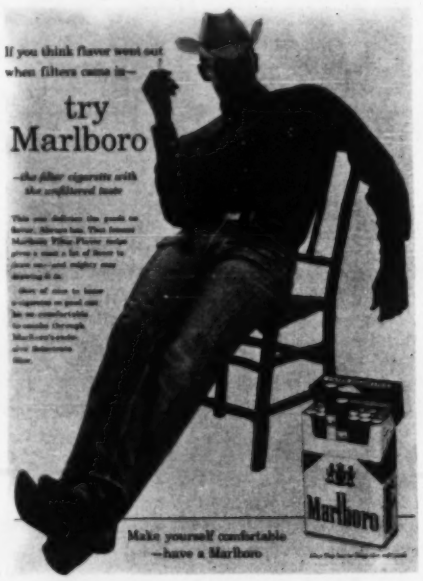
Why I Like These Ads

By James D. Woolf
Creative Consultant

I like the four ads shown here because they communicate their message instantly. They are overt and manifest, not obscure. Even the most casual, hasty reader will grasp the gist of the story in a matter of two or three seconds —what the product is, its brand name, and what it will do for the consumer. The headlines say about all that needs to be said about the products, although body copy is there for those who want fuller information.

James D. Woolf

I have little use for ads that hide their pertinent message behind meaningless headlines and "catchy," unrelated illustrations. I think the advertiser should say what he has to say in an open manner that communicates the selling message instantly. I have before me a page headed "We Think You'll Agree," and with the brand name displayed obscurely in small type at the bottom of the ad. The illustration portrays a shapely girl in a bikini bathing suit, although bathing suits are not the product advertised. Largely a waste of space, in my opinion.


If you think flavor went out when filters came in—
try Marlboro
—the filter cigarette with the unfiltered taste
Make yourself comfortable —have a Marlboro
Marlboro

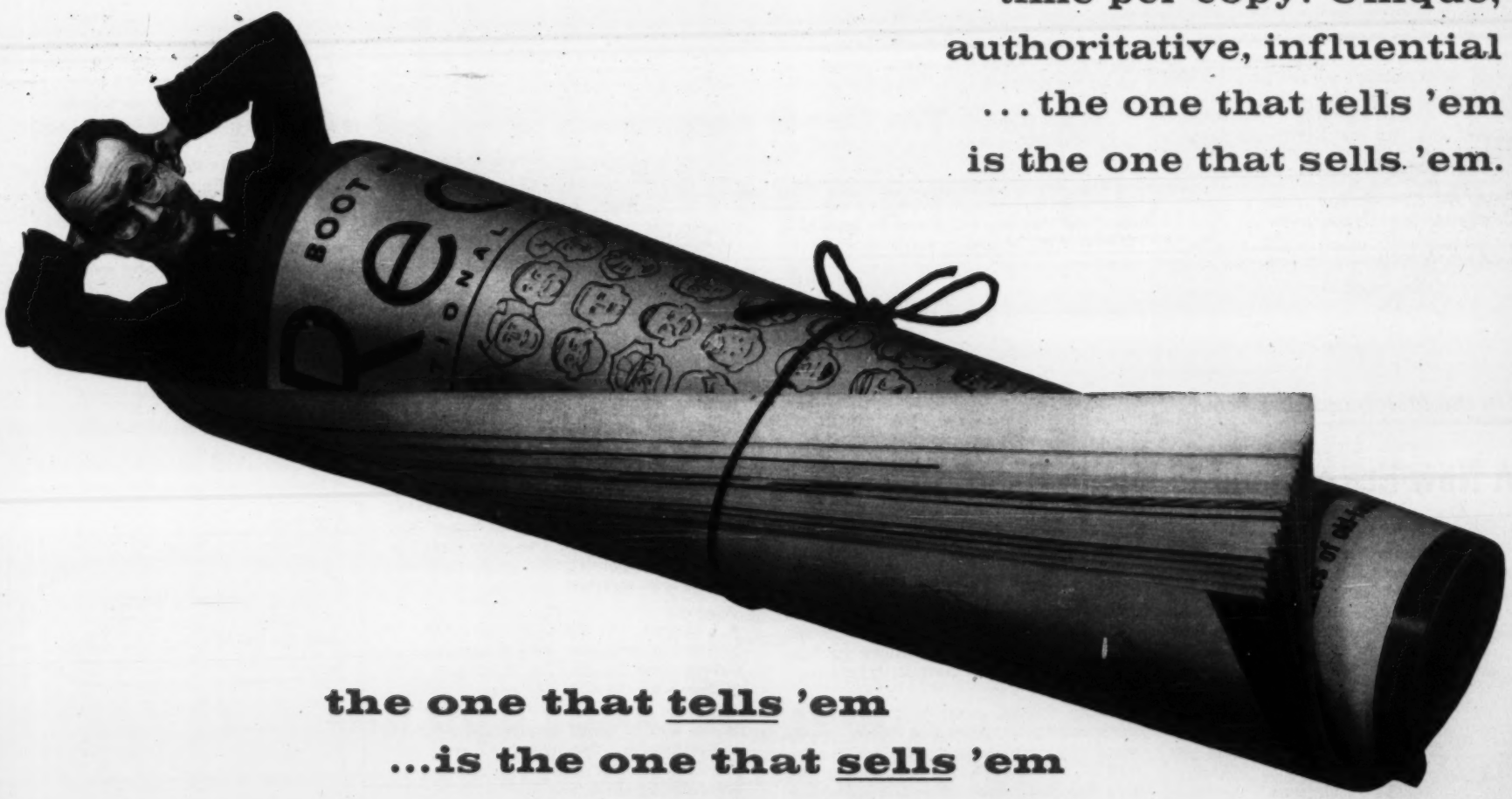
■ As I have said before in this column, advertising at its best is a *familiarizing* process. Billions of dollars' worth of merchandise is bought, especially in supermarkets, for no other reason than that the customer is familiar with the brand name, the appearance of the package, plus an awareness of the good quality of the product.

"Cute" ideas and "clever" left-field gimmicks have no place in my book. I believe in advertising of the kind shown here, ads that don't beat around the bush, and that openly and instantly familiarize the hurried reader with the advertised product and its worth in consumer benefits. #

ARMSTRONG TIRES
"Ounce of Prevention" Safety Discs can save your life!
Grip the road to stop deadly skids as no other tires can!

all wrapped up!

He spends a lot of time in the pages of the Recorder ... alert and attentive to anything that can make a good business better ...including what you have to sell. In the shoe field, the Recorder holds the record for reading time per copy. Unique, authoritative, influential ... the one that tells 'em is the one that sells 'em.



the one that tells 'em
...is the one that sells 'em

BOOT and SHOE
Recorder
A CHILTON PUBLICATION

were asked of every projected selling or advertising campaign, we would save our clients large bundles of cash money.

To which you very properly answer, this sort of thing is much harder to sell to clients. What they want is something different. They are quite happy if we sell them attention getters.

Sure, I know that. I've been sitting across from clients for quite a while. I know what they buy easiest. But we both of us know the answer, don't we? #

The Peeled Eye Department . . .

Tea and Antiques

By Dick Neff

Here's Tea for Two

"Leading tea companies find antique dealers prefer tea," writes Sidney Gross of Vernon Pope, publicity counsel for Salada-Shirriff-Horsey, in a letter dated May 23.

Dick Neff

"Salada tea last fall broke its *First in Boston* advertising campaign with a series of full page supplement insertions showing varying views of Boston —and tea drinkers.

"In this series Mr. Stainforth's Boston Antique Shop was chronicled three months ago on Jan. 31, 1960.

"This month, Lipton found a Mrs. Martin 'who specializes in Early American Antiques . . .' This ad ran May 5, 1960. Peeled Eye?"

As a strong admirer of tea, antiques, and both Salada and Lipton advertising, we don't quite know what to say about this except to express the wish that the two tea companies would merge so we could enjoy Salada's greater proportion of those "hard-to-get, expensive *Ceylon* tea leaves" while enjoying "full-strength flavor" and "*all* the LIFT" via Lipton's Flo-Thru tea bag.

Free Ad Translation and Condensation Department

"It replenishes liquid intake, so vital to good health." (From a Canada Dry ginger ale advertisement.)

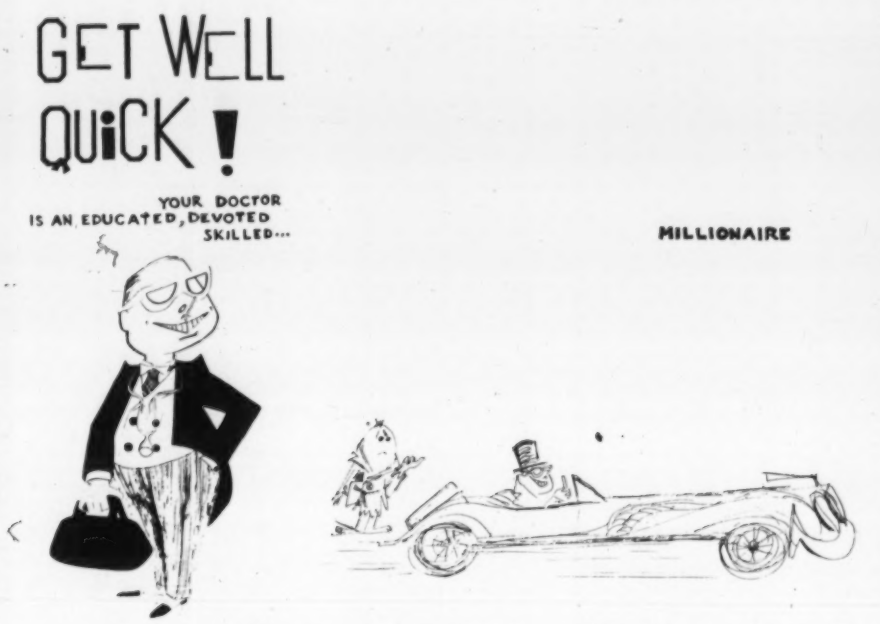
Translation and condensation: It's got water in it.

Correction, Please

We sheepishly acknowledge an error in the May 23 Peeled Eye column concerning an ad we referred to as "The Kid in Upper 10."

Says our eagle-eyed reader, "Dick Neff is lost in the Pullman car, and badly in need of a porter.

"The 'Kid in Upper 10' indeed! Our man is six berths forward, staring upward as the troop Pullman rolls through the night. The New Haven has never been so glorious since."



—Reproduced by special permission of Oz Greeting Cards Inc., copyright owner.

Antiques Dealer Mrs. Denny Martin has switched her tea—Why?
Lipton
You get full-strength flavor from the Flo-Thru Tea Bag so you get all the LIFT—that LIPTON LIFT!

It's a Card!

In our May 23 column, we reproduced a Mother's Day card that lowered the pedestal under motherhood.

Unsatisfied with tearing down motherhood, we now bring you a Get Well card that treats doctors with less than the respect that is their due.

It's by Oz Greeting Cards Inc., New York, so don't wave your scalpel at *us*, Doc—*they* said it.

Adecdote Department

During a drastic personnel shake-up in one of the tv networks a while back, an executive going out to lunch said to his secretary: "If my boss calls while I'm out, get his name."

We forget who passed this story along to us, but if he'll refresh our memory, we'll give him credit and buy him a drink.

Advertisements We Didn't Quite Finish Reading:

"LONG LIVE
THE LOVER

"Of Calf's Liver. At Longchamps we are known for the freshest and sweetest . . . "

On the Merchandising Front . . .

A New Era of Hand-to-Mouth Retail Inventory

By E. B. Weiss

Manufacturers who have installed electronic computors of various types have been able to reduce their own inventories of materials, parts, etc.—in some cases quite substantially. This was, of course, one of the fundamental objectives contemplated when the original investments were made in the remarkable new types of electronic controls. A large maker of major appliances reports that it has been able to cut its raw materials inventory alone by $1.5 million in a bit over a year. Another maker of major appliances reports that whereas it formerly kept a three-week supply of washer motors, it now keeps only a three-day supply.

E. B. Weiss

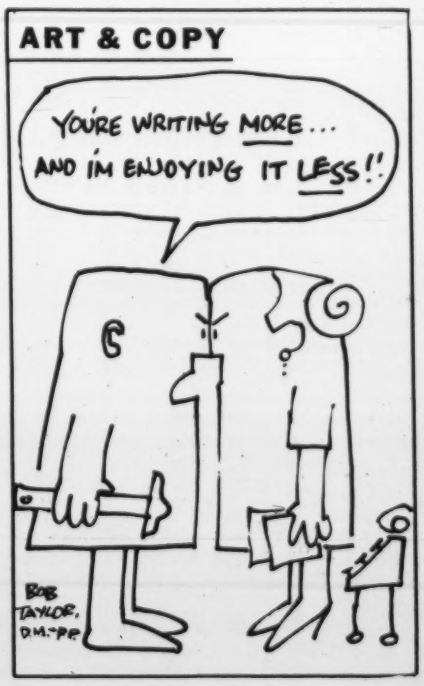
As I have indicated, this has caused no astonishment among manufacturers. But it would appear that these same manufacturers who have themselves obtained such excellent inventory results from automation control techniques have not been quite as fully aware that the time is coming—and very soon—when many giant retailers will be achieving similar economies in inventory by the very same electronic control techniques.

■ In my original series of articles in AA on automation, published some seven years ago, this was one of the ultimate results I foresaw. Now it is becoming less of a forecast; more of a fact. In other words, mass retailers are now hurrying toward all of those amazing devices that we conveniently lump under the term "electronic computors" or "electronic data processors." And, as they obtain and install their electronic control equipment, and as they learn by trial and error how best to capitalize the inventory control potentials of this equipment, they automatically begin to reduce their inventory investments both in resale merchandise and in supplies.

Many years ago, the expression "hand-to-mouth" buying was coined. But the hand-to-mouth buying of that era by retailers was an infantile procedure, compared with the new era of closer inventory control that electronics now make possible for large retailers. This electronic control of inventory has been desperately needed by giant retailers; the larger their empires have become, the more their traditional inventory control techniques have tended to be strained.

■ I suspect that many manufacturers of pre-sold brands will find it necessary to develop new distribution techniques both to cope with the new-day requirements of electronic inventory control by large retailers and in order to pick up a lap on competition by developing a smart new program in tune with the opportunities presented by these new inventory requirements of giant retailing. Perhaps manufacturers will find it advisable to do some new thinking on warehousing. Maybe the fact that air transport of merchandise is on the verge of a great break-through will have to be explored.

■ In general, it is clear that every step of the total marketing process will reflect the new inventory status made feasible by the electronic computor in all its aspects. A new era of hand-to-mouth retail inventory is coming, and the manufacturer who can best enable his retail outlets to operate profitably with a minimum of inventory will likely win a competitive advantage. #



help!

THE U.S. OLYMPIC TEAM NEEDS YOUR SUPPORT *NOW!*

AN URGENT APPEAL TO ALL PUBLISHERS AND TO THE RADIO AND TELEVISION BROADCASTERS OF THE UNITED STATES:

ADVERTISING AGE is publishing this announcement to place squarely before you the present financial situation of the United States Olympic Committee.

Right now when it should be concentrating on preparation for the big Games at Rome this summer, the Olympic Committee is faced by a serious situation. It must finance training programs, transport more than 450 athletes and officials to and from the Games and feed and house them there, yet it has received only one-third of the million and one-half it needs to do the job.

Without adequate funds, the U.S.O.C. can't take all of our athletes to Rome. And we can't afford to lose to Russia. We can't afford to lose too badly. It would be a damaging blow to our national pride.

We're asking you to rectify this situation.

Newspaper, radio and television fund-raising appeal kits have been prepared in behalf of the United States Olympic Committee by Erwin Wasey, Ruthrauff & Ryan, Inc. (Chicago).

They have been sent to you.

We urge you to utilize the material and to contribute space and time to this worthy and worthwhile cause in the interests of public service.

Support Your **OLYMPIC** Team

Per-Car Ad Cost Dipped to $32.99 in '59, AA Finds

(Continued from Page 3)

were 7,462 with the highest per car cost of compacts.

According to *Automotive News Almanac*, registrations of compact cars, including Lark and Rambler, accounted for 24% of the registrations in the first quarter of 1960. A research agency predicted that by 1964 yearly sales of compacts will total 3,000,000, or more than 40% of all new car sales.

■ *Automotive News Almanac* also reported share of market figures for 1959, with General Motors Corp. taking its smallest share since 1952, Ford Motor Co. its highest since 1947, Chrysler, its smallest since 1930. Both American Motors and Studebaker-Packard Corp. reached new highs in the sales share.

Here's the share of market breakdowns for 1959 and 1958:

	1959	1958
GM	42.12%	46.36%
Ford	28.14%	26.44%
Chrysler	11.30%	13.92%
Miscellaneous	10.21%	7.93%
American Motors	6.02%	4.27%
Studebaker-Packard Corp.	2.21%	1.08%

■ Measured media spending in 1959 was higher than in 1958, with U.S. auto makers again putting the bulk of their ad dollars into newspapers—$77,438,764 against the 1958 total of $66,508,398.

This is the breakdown of spending in measured media of the 21 cars:

Newspapers	$ 77,438,764
General and farm publications	39,865,705
Network Television	35,730,020
Outdoor	15,131,636
Spot Tv	11,001,720
Total Measured	$179,167,845

■ Measured media expenditures and percentages of the total for the major auto makers break down this way:

GM	$76,324,062	43%
Ford	46,533,369	26%
Chrysler	38,129,634	21%
American Motors	11,647,810	6%
Studebaker-Packard	6,523,969	4%
Total		100%

■ A table showing cars sold, measured ad investment and ad cost per car, ranked according to the 1959 expenditures, adjoins this story. Comparative figures from 1951 on are also included.

This is how the big auto makers' sales and ad costs compare:

General Motors Corp., the top car seller, racked up total sales of 2,538,532, an increase of 18% over 2,157,443 in 1958. Ad expenditures of $76,324,062, compared to $63,799,468, showed a 20% increase. But it cost more per car. The 1959 average was $30.07, greater than the 1958 cost of $29.90.

Ford Motor Co. took second place again in 1959 with sales totaling 1,695,816, an increase of 38% over last year's average of 1,230,394. Ad expenditures of $46,533,369 were up 6% over the 1958 total of $44,042,662. Cost per car was way down, with the 1959 average totaling $27.44, compared to the $35.82 spent in 1958.

Chrysler Corp. showed a 5% increase in sales with a gain of 680,964 over the 1958 figure of 647,932. Ad costs increased too, 16%, with $38,129,634 in 1959 against $32,926,609 in 1958. Cost

Per-Car Costs of Automobile Advertising

Copyright 1960 by Advertising Publications Inc.

Sales of leading makes of automobiles listed in order of the 1959 ad expenditures related to the amount invested for each in magazines, newspapers (including Sunday sections), network radio (up to the first seven months in '55 only), network television, spot television, farm magazines and outdoor (beginning in '55 only) during the past nine years. Expenditures for dealer co-op ads, spot radio, etc., are not included. Figures shown do not include expenditures for cars imported into the U. S. market.

	1959	1958	1957	1956	1955	1954	1953	1952	1951
CHEVROLET (GM)									
Cars sold	1,371,472	1,233,477	1,456,288	1,565,399	1,640,681	1,417,453	1,342,480	852,542	1,067,042
Ad investment	$32,419,497	$29,490,706	$27,839,049	$30,375,565	$32,111,798	$15,376,568	$10,661,320	$ 5,705,310	$ 5,819,786
Ad cost per car	$23.63	$23.90	$19.12	$19.40	$19.57	$10.85	$7.94	$6.69	$5.45
FORD									
Cars sold	1,405,031	1,028,160	1,493,617	1,375,343	1,573,276	1,400,440	1,116,267	732,481	862,309
Ad investment	$29,825,824	$23,541,782	$24,224,860	$29,734,767	$29,339,591	$15,281,987	$10,319,786	$ 6,993,760	$ 6,422,364
Ad cost per car	$21.23	$22.90	$16.22	$21.62	$18.65	$10.91	$9.24	$9.55	$7.45
PLYMOUTH (Chrysler)									
Cars sold	381,310	390,774	595,503	483,756	647,352	381,078	600,447	433,134	542,649
Ad investment	$12,272,332	$11,963,604	$16,606,662	$12,415,895	$13,804,850	$ 5,945,667	$ 5,089,357	$ 3,316,481	$ 4,390,353
Ad cost per car	$32.18	$30.61	$27.89	$25.66	$21.33	$15.64	$8.48	$7.66	$8.09
OLDSMOBILE (GM)									
Cars sold	360,008	306,473	371,596	437,896	589,515	407,150	305,593	218,189	273,472
Ad investment	$12,153,857	$11,353,459	$12,890,157	$15,134,157	$12,098,426	$ 7,725,352	$ 6,217,106	$ 3,961,264	$ 4,549,299
Ad cost per car	$33.76	$37.04	$34.69	$34.56	$20.52	$18.97	$20.34	$18.16	$16.64
PONTIAC (GM)									
Cars sold	381,827	229,707	319,719	358,668	530,007	358,167	385,692	266,351	337,821
Ad investment	$11,769,047	$ 7,055,189	$10,361,734	$11,429,340	$11,832,100	$ 7,681,443	$ 5,999,081	$ 3,161,835	$ 3,510,572
Ad cost per car	$30.82	$30.72	$32.41	$31.86	$22.32	$21.45	$15.55	$11.87	$10.39
RAMBLER (AM)									
Cars sold*	368,464	186,180	103,260	———	———	———	———	———	———
Ad investment	$11,619,374	$ 4,872,862	$ 2,507,444	———	———	———	———	———	———
Ad cost per car	$31.53	$26.17	$24.28	———	———	———	———	———	———
DODGE (Chrysler)†									
Cars sold	167,040	135,481	257,488	220,208	284,323	154,789	288,812	246,464	298,603
Ad investment	$11,360,246	$ 9,792,589	$13,505,975	$12,494,568	$13,667,639	$ 6,725,601	$ 6,230,060	$ 5,360,043	$ 5,055,922
Ad cost per car	$68.01	$72.28	$52.45	$56.74	$48.07	$43.45	$21.57	$21.75	$16.93
BUICK (GM)									
Cars sold	245,508	263,871	394,553	529,371	737,879	513,497	454,320	310,806	392,285
Ad investment	$10,465,035	$ 9,963,385	$14,008,943	$18,410,623	$19,728,597	$12,179,340	$10,580,921	$ 7,404,122	$10,256,584
Ad cost per car	$42.63	$37.76	$35.51	$34.78	$26.74	$23.72	$23.29	$23.82	$26.15
MERCURY (Ford)									
Cars sold	157,830	136,121	260,573	274,603	371,837	269,926	287,717	185,883	233,339
Ad investment	$ 8,589,977	$ 9,422,047	$11,947,706	$10,253,462	$12,640,634	$ 6,656,950	$ 7,994,715	$ 5,023,731	$ 4,777,885
Ad cost per car	$54.43	$69.21	$45.85	$37.34	$34.00	$24.66	$27.79	$27.03	$20.48
CADILLAC (GM)									
Cars sold	135,113	122,545	141,209	132,952	141,038	110,328	98,612	87,806	97,093
Ad investment	$ 6,982,000	$ 5,936,729	$ 6,913,472	$ 6,807,167	$ 5,827,202	$ 3,954,514	$ 3,420,435	$ 3,672,920	$ 2,396,919
Ad cost per car	$51.68	$48.44	$48.96	$51.20	$41.32	$35.84	$34.69	$41.83	$24.69
LARK (Studebaker)									
Cars sold	127,455	———	———	———	———	———	———	———	———
Ad investment	$ 6,418,787	———	———	———	———	———	———	———	———
Ad cost per car	$50.36	———	———	———	———	———	———	———	———
CHRYSLER									
Cars sold	64,269	58,532	106,436	106,853	156,458	101,741	153,756	113,392	149,435
Ad investment	$ 5,414,138	$ 4,745,681	$11,570,082	$11,010,774	$13,416,150	$ 6,471,872	$ 5,433,074	$ 3,389,231	$ 3,868,512
Ad cost per car	$84.24	$81.07	$108.70	$103.04	$85.75	$63.61	$35.34	$34.12	$22.68
DE SOTO (Chrysler)									
Cars sold	42,399	47,859	103,915	100,766	118,062	76,739	122,342	91,677	112,643
Ad investment	$ 4,423,725	$ 4,448,923	$ 4,266,534	$ 6,621,212	$ 6,696,125	$ 4,501,419	$ 4,110,102	$ 3,224,172	$ 3,931,809
Ad cost per car	$104.34	$92.96	$41.06	$65.71	$56.72	$58.66	$33.60	$35.17	$34.91
EDSEL (Ford)									
Cars sold	40,723	38,481	26,681	———	———	———	———	———	———
Ad investment	$ 3,117,397	$ 7,511,621	$ 7,244,866	———	———	———	———	———	———
Ad cost per car	$76.53	$195.20	$271.54	———	———	———	———	———	———
LINCOLN (Ford)**									
Cars sold	28,803	26,537	34,808	42,598	35,017	36,251	39,169	29,110	25,816
Ad investment	$ 3,064,509	$ 3,567,212	$ 4,862,872	$ 6,127,609	$ 5,234,224	$ 4,327,863	$ 4,049,469	$ 3,147,147	$ 1,823,434
Ad cost per car	$106.40	$134.42	$139.71	$143.85	$149.48	$119.39	$103.38	$108.11	$70.63
CORVAIR (GM)									
Cars sold	44,334	———	———	———	———	———	———	———	———
Ad investment	$ 2,534,626	———	———	———	———	———	———	———	———
Ad cost per car	$57.17	———	———	———	———	———	———	———	———
IMPERIAL (Chrysler)									
Cars sold	18,484	14,801	33,017	10,460	———	———	———	———	———
Ad investment	$ 2,525,553	$ 1,975,812	$ 1,953,754	$ 1,501,733	———	———	———	———	———
Ad cost per car	$136.63	$133.50	$59.17	$143.57	———	———	———	———	———
VALIANT (Chrysler)									
Cars sold	7,462	———	———	———	———	———	———	———	———
Ad investment	$ 2,133,640	———	———	———	———	———	———	———	———
Ad cost per car	$285.93	———	———	———	———	———	———	———	———
FALCON (Ford)									
Cars sold	63,420	———	———	———	———	———	———	———	———
Ad investment	$ 1,935,662	———	———	———	———	———	———	———	———
Ad cost per car	$30.52	———	———	———	———	———	———	———	———
HAWK (Studebaker)††									
Cars sold	5,625	47,732	62,565	76,402	95,761	95,914	161,257	157,902	205,514
Ad investment	$ 114,182	$ 1,902,951	$ 3,855,544	$ 6,129,322	$ 4,804,579	$ 3,751,632	$ 3,913,178	$ 2,660,603	$ 3,273,884
Ad cost per car	$20.30	$39.86	$61.62	$80.22	$50.17	$39.11	$24.27	$16.85	$15.93

	1959	1958	1957	1956	1955	1954	1953	1952	1951
METROPOLITAN (AM)									
Cars sold*	14,959	12,243	———	———	———	———	———	———	———
Ad investment	$ 28,436	$ 47,541	———	———	———	———	———	———	———
Ad cost per car	$1.90	$3.87	———	———	———	———	———	———	———

*Indicates 1959 retail sales of American Motors cars, but just new car registrations. †Includes the Dart.
††Hawk figures are given for the first time this year. Prior to 1959 Studebaker figures included both Hawk which was first introduced in 1953 and the Champion which Studebaker produced from 1939 to 1958.
**Lincoln absorbed the Continental, previously sold as a separate car, as a model in the 1958 auto year.
Figures are based on (1) Automotive News 1960 Almanac car registration statistics, (2) Bureau of Advertising tabulations of advertising expenditures in newspapers and Sunday supplements, (3) Publishers Information Bureau data on ad expenditures in magazines, network tv, and farm magazines, (4) Outdoor Advertising Inc. figures on advertising on outdoor boards and posters and (5) Television Bureau of Advertising figures based on N. C. Rorabaugh data.

per car went up to an average $56 in 1959 compared with $50.56 in 1958.

American Motors Corp. boosted sales 93%, from 198,423 in 1958 to 383,423 in 1959. Up went ad expenditures 137% with costs totaling $11,647,810 in 1959 and only $4,920,403 in 1958. Average cost per car in 1959 was $30.38, compared to $24.98 the previous year.

Studebaker-Packard Corp. sales zoomed 178% from 47,789 in 1958 to 133,080 in 1959. Ad expenditures were increased 207% with a total of $6,532,969 in 1959 and an ad budget of $2,130,265 in 1958. Ad cost per car for 1959 was $49.09.

Measured ad expenditures shown here for auto makers are quite different from AA's rundown of 100 leading advertisers in the May 30 issue. The earlier edition covers accessories, trucks, imports and institutional advertising as well as passenger cars, thereby increasing over-all expenditures.

■ New car registrations, with "miscellaneous" makes included, according to *Automotive News Almanac*, were up to 6,026,500 in 1959, from 4,654,514 in 1958. Sales of "miscellaneous" makes, of which about 95% are foreign cars, showed an increase to 615,234 over the previous year's total of 384,574. In the AA compilation, "miscellaneous" makes were not included.

Readers should note that advertising figures in this study can be only an indication. Computations have been made from available measured advertising figures only. These include factory-placed ads in newspapers, magazines, network and spot tv and outdoor. Network radio has not been measured since the first seven months of 1955, thus throwing off the comparative figures for subsequent years. Spot radio figures were not included in the compilation because they are given only by corporations without individual breakdowns for various models. Spot tv has been measured only since the fourth quarter of 1955 and is included in this computation for the third time.

■ Since measured media figures are based on gross rates only and exclude production and talent costs, they are not in themselves strictly representative. Arbitrary splits—when two or more cars are covered by one measured expenditure—were made evenly. All institutional advertising, except that which appeared in newspapers, was measured by dividing sums among the corporation's U.S. made models.

Omitted from this study are direct mail and point of sale, dealer helps and company-published magazines, dealer-placed advertising, and other advertising which constituted a considerable part of the ad budget.

All advertising statistics reported here were compiled and published by Leading National Advertisers Inc.; Publishers Information Bureau; Bureau of Advertising, American Newspaper Publishers Assn.; Outdoor Advertising Inc., and the Television Bureau of Advertising from N. C. Rorabaugh data. #

Miller Joins Buchen

Clifford G. Miller has joined Buchen Co., Chicago, as an account executive.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

You get Sales Action every morning in Cleveland

Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales exceeding 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles.
Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Household Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creative Man's Comments on Kohler's 'John-less' Bathroom Inspire Defense

To the Editor: The Creative Man is usually (51% or more) correct—but not on the Kohler of Kohler *Post* advertisement in the June 13 issue. The "Creative Man's Corner" in the bathroom shown is likely just out of sight to the right or left—as they are in so many bathrooms in "this modern world." Creative Man has missed on *this* one, and Kohler and its agency rate a bouquet, not criticism, for one of the better BR ads run in recent years. The feeling in this ad was really right—and different enough that I mentioned the ad and showed it to both my wife and teen age daughter. Both agreed, and made no mention of the missing "john"—which really isn't included in the same room any more these days, if you can arrange it architecturally.

"Methinks thou protesteth too much."

Jordan D. Wood,
Manager, Marketing Services, Jones & Lamson Machine Co., Springfield, Vt.

•

To the Editor: I thoroughly agree with the Creative Man that the Kohler of Kohler bathroom "is the almost." But I must also congratulate the company for illustrating a modest (if only two-thirds) bathroom which looks as if it belongs in an average American home, not in the Fontainbloo or some other plush and lavish hostelry.

Most of the bathrooms illustrated in the shelter magazines are the size of a small living room—with all of the fixtures arranged along one wall. Obviously they are for showroom display or advertising purposes only. I have yet to see such a bathroom in a home.

But with the more practical Kohler bathroom, there is no need to add a wing on the old homestead to install it, even the "most" model.

H. J. Holtz,
Associate Editor, *New Equipment Digest*, Cleveland.

•

To the Editor: (Regarding the Creative Man's Corner, June 13) There was a time when the toilet was separate from the bathroom. If you have ever lived in France you will find this situation still exists today. Sometimes I wonder where the dining room table went to—into the kitchen? Even in France the expression "living room" has been incorporated in house plans without translation. Remember when the ice box was separated from the kitchen? We'll soon see the trend where the deep freeze unit will go back into a separate storage room along with the dry goods. (This, I have already started in my house.) I remember when ovens were a part of the stove, now we have electric wall ovens and built-in gas ranges. I think the toilet was first put into the bathroom as a matter of plumbing convenience.

Does that help to answer your question? Enjoy reading your column.

Don MacAusland,
Wilton, Conn.

•

To the Editor: Is your Creative Man some kind of a nut? His usual blather is a considerable irritation, but the critique on Kohler of Kohler (June 13) indicates that he is really pretty sick.

This hairy arm-pit realism old CM wants to see in advertising could prove to be pretty disgusting. What about Modess? What about Preparation H? Should the "literate, magazine-reading public" be spared nothing? What about advertising for Honeymoon Hideaway? No holds barred and all holds bared?

CM, I submit to you, in all seriousness, that a picture of a toilet brings to mind only two things (which we shall call "number one" and "number two" for the benefit of the literate, magazine-reading public); neither of which would serve to enhance Kohler's ad.

If it's all right with you, I prefer that *my* excretory functions be dealt with as clinically as possible—when the need arises. You may make home-movies of yours, if you'd like.

Frank Wade,
Creative Director, Arnold & Co., Denver.

• • •

The Creative Person Is the Logical Administrator, He Says

To the Editor: One of the most widely held philosophies in business today is that the creative person cannot manage. This concept is based on two separate mental images: (1) that of the wild-eyed artist cutting off his own ear, and (2) that of the starched, bat-wing collared, vest-in-any-weather bookkeeper.

These images are totally out of focus in our present business society. In fact, imagination, ingenuity and originality are absolute requirements for top management today . . .

In your June 6 edition, Kenneth Groesbeck goes over this ground and concludes that, "The functions of creation and those of management must almost always be performed by two separate people."

If we keep saying so I'm sure it will be so—to the everlasting detriment of business. We are deliberately slowing our progress by robbing ourselves of the enormous intellectual potentialities of the creative people in our employ . . .

Certainly the American advertising industry, filled to the brim with the most creative and imaginative people in the world, should be the last to espouse such a philosophy.

So let us put an end to this, and begin to say what is patently true today: The creative thinking process is of a higher order than the mechanistic, "administrative" brain; anyone who is abundantly endowed with imagination and originality is superbly fitted to manage . . .

John F. Sullivan,
Antibiotic Sales Education, Manager, Pfizer Laboratories, Brooklyn.

• • •

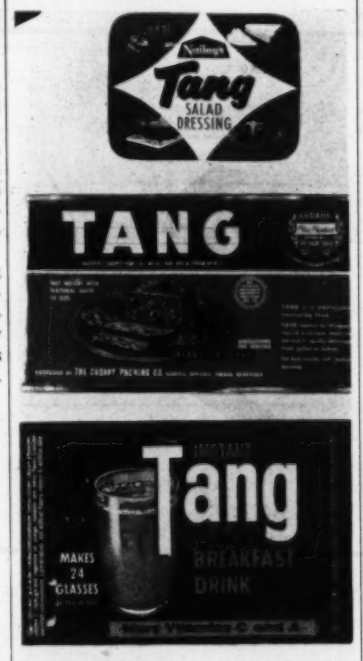
Tang, Tang, Tang Goes the Dinner Bell

To the Editor: In this western part of America, we can go to our supermarket and purchase Tang in any of three varieties—salad dressing, chopped pork or breakfast drink. The enclosed three labels are offered in lieu of advertising which seems non-existent at this time.

This type of marketing suggests several questions, among them:

Is there no trademark infringement here? Nalley's of Tacoma, Wash., is the trademark owner but I have read nothing in everybody's favorite advertising and marketing weekly in the past few years to indicate that Nalley's wants the other two makers to stop using the name. Could this be because of the size of the other makers—Cudahy Packing Co. and General Foods Corp.?

When advertising is conducted—as it is for each brand—what possible advantage could it be to promote brand name? I can see a customer putting Tang on the Tang in a sandwich but drinking Tang with it seems a little out of place.



Since the Genie-Jeenie court battle, there seems little reason why we can't now have a three-way whopper of a trial. This is the first time I have ever heard of three marketers putting the same name on the market.

Noel Duerden,
Instructor, Journalism Department, Brigham Young University, Provo, Utah.

• • •

Hal Adams Did Photo for Japan Air Lines Consumer Ad

To the Editor: Thanks very much for your attention to the photos and captions on Japan Air Lines which were used in your June 13 issue. Unfortunately, however, the way they were used has caused a great deal of embarrassment for us and for Hal Adams, the photographer on the Japan Air Lines photo project.

Although we sent the pictures and captions on these two separately, the fact that they were printed together in your makeup gave the very distinct impression that Walt Hagemann was the photographer responsible for the Japan Air Lines *consumer* campaign. Actually Walt had only handled the cargo advertising in our new jet series.

All of the new Japan Air Lines jet advertising photographs were taken by Hal Adams on location in Japan . . .

We would sincerely appreciate it if you could reprint [this] consumer ad . . . and make sure that everyone knows that it is Hal Adams' work. It's the least that you could do to help us give this guy all of the credit he deserves . . .

Mike Sloan,
Vice-President, Botsford, Constantine & Gardner, San Francisco.

We are sorry if anyone got the wrong impression from the juxtaposition of pictures, especially since the caption disavows a connection between the two. Above is another ad with Mr. Adams' fine photographic work.

• • •

Salesman Is by No Means a Vanishing Race, Reader Says

To the Editor: In reviewing E. B. Weiss' article on the waning role of the salesman (AA, May 16), I find his attitude about push-button merchandising—at least of advertising selling—worth going to the mat to destroy . . .

The role of the salesman in the last 50 years has changed from the image of the drummer selling patented medicines to a modern marketing specialist of today who must be a coin of many faces, serving in the role of market analyst, financial counselor, forecaster, buyer, seller, public relations and personnel manager . . .

The most annoying thing is the implied feeling by Mr. Weiss that even advertising is pre-sold, and that all that will be necessary at some future point in time is an omnibus type vending machine in which we put orders for media and our dollars. The hazard is so obvious we fail to see the pitfall . . .

Yes, Mr. Weiss, the role of the salesman as you once knew him has changed and waned but the role of the highbred salesman who replaced him is not waning but rather expanding to the point of directly affecting every phase of manufacturing and distribution.

The role of bringing buyer and seller together must still be filled by individuals or groups of individuals until such time as we have some other method of enterprise, and a right honorable one I might add.

Robert J. Grigsby,
Directory Sales Manager, Mountain States Telephone & Telegraph Co., Denver.

• • •

Why Bar Drinking in TV Ads When It's Done on Shows?

To the Editor: It was indeed a pleasant surprise to see my letter

Need Source Material For a Campaign?

- Press Clippings can provide you with the necessary source material for a sales or advertising campaign based on actual events . . . can enable you to use real news rather than fictional situations to substantiate your claims and to convince your prospective customers. Invaluable for agency new business presentations. Interested in learning how we can serve you?

Burrelle's Est. 1888
PRESS CLIPPING BUREAU
165 Church St., New York 7, N. Y. Phone BArclay 7-5371
1868 Columbia Rd. NW, Wash. 9, D.C.—CO 5-1757
Magee Bldg., Pittsburgh 22, Pa. — COurt 1-5371
14 E. Jackson Blvd., Chicago 4, Ill.—WA 2-5371
1456 N. Crescent Heights Blvd., Los Angeles 46, Calif.—Phone OLdfield 6-0304
One Operations Office (Livingston, N. J.)
NEWSPAPERS • MAGAZINES • TRADE PAPERS

If you sell home furnishings in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV·KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Home Furnishing Sales $101,091,000—1959.

KVAL-TV Eugene NBC Affiliate Channel 13
KPIC-TV Roseburg • Channel 4 Satellite

of May 27, 1935, quoted in your issue of June 6. Now, in addition to the two grown daughters, I have four grandchildren and I think the automobile lock goes double for tv.

One thing I cannot understand is why the drinking of a glass of beer after it is poured is barred in advertising when any kind of a drink, anywhere, anyway, can be swallowed if it is in the script.

A grandson was 5 years May 19. As a present he had a complete cowboy outfit. Visiting, the next day, he was not drinking his milk, so grandpop said, "Come on, cowboy, drink your milk." Reply: "Cowbdys don't drink milk—they drink whisky."

Last evening, on as good a show as "Wagon Train," a snort was taken direct from the bottle, so why the ban on a baseball commercial?

Nelson J. Peabody,
Advertising Counsel, New York.

• • •

Three Comments on 'Aim at the Top One-Half'

To the Editor: Jim Woolf writes with persuasiveness—and within time-hallowed tradition—when he counsels ADVERTISING AGE readers to aim their advertising effort at the "top one-half" of customers in his June 6 column.

I know this story well. It is exactly the one we used to preach when I served as ad director of *Vogue* more years ago than I care to admit (and called in person on Jim at J. Walter Thompson, Chicago).

But I'm afraid both Jim and I have to admit some cataclysmic changes since our chicken salad days. For that was before the days of $175-per-week bricklayers and $185 milkmen and $225 trailer-tractor drivers. It was before the days of split-level houses, supermarket parking lots, fly now, pay later Miami flights, and an unending uniformity of kids (from all kinds of homes) in butch haircuts and sloppy dungarees. . .

Hardly a manufacturer is alive today who can afford himself the luxury (and time) of aiming his first selling effort at "first families" and waiting for the impact to reach down to the millions. For while he's busy wooing in Upper Montclair, that so-and-so competitor has inundated Newark and Paterson and Verona and stolen away the volume sales. . .

The things that have brought about these monumental upheavals stem, of course, from many things. More money in more pockets. More education. More leisure. More taste and discernment.

Jim may find "third-class" people (his phrase, not mine) crowding the supermarkets and buying first-rate merchandise. But I doubt that the reason is what he thinks it is. Today, more and more manufacturers of instant cake mixes and instant potatoes, compact cars and compact kitchens, noiseless ceilings and noiseless portable typewriters are aiming—point-blank—at the mass market right from the start!

Some of these good advertisers use tv (even the "bad-taste" tv which Jim Woolf dislikes). Others are using the mass impact of newspaper supplements. But the major point is this: these firms recognize clearly that there are no longer "third-class" customers any more than there are "third-class" profits or "third-class" dividends . . . The real marvel of our age is that the floorboards under our economic structure become a higher platform with every passing year.

Edwin C. Kennedy,
Vice-President and Advertising Director, *The American Weekly*, New York.

•

To the Editor: . . . Not all trash in advertising is seen and heard on radio and television and in the other mass media. A great deal of this low-brow advertising appears in the trade and industrial press as well. In fact, it is our belief that industrial advertising could well take a page from the top flight consumer advertisers who are aiming at the top one-half of the buying public. This is why we here at Youngstown have shifted our viewpoint and are directing our corporate identity program to what we consider to be the top one-half of business management who read class publications such as *Business Week, U.S. News & World Report, Fortune, Forbes,* the *Wall Street Journal* and others—people with education, intelligence and good taste. We feel that they will lead the others down along the line in choosing a source for quality basic steel.

In fact, I thought so much of Mr. Woolf's editorial, I'm using it in instructing my advertising class at Youngstown University.

William Farragher,
Advertising Manager, Youngstown Sheet & Tube Co., Youngstown, O.

•

To the Editor: . . . I do not understand the basis for some of the statements by Mr. Woolf.

While his comments are probably spurred by television, he devotes a considerable part to magazines. He states that if he could win the market reached by the six "white collar" magazines listed, his product "would in time enjoy universal sale." In his final paragraph he states, "It may seem odd, but it's true: get the 'class' and soon you'll have the mass."

One of the most notable and comprehensive studies made of this whole area is reported in the book "Personal Influence" by Dr. Paul Lazarsfeld, director of Columbia University's bureau of applied social research, and Dr. Elihu Katz, of the University of Chicago. They point out that the flow of influence in these vital areas is primarily a "horizontal" process—a movement of opinion within each social level, rather than a downward flow from level to level. Opinion influence is not, they state, a vertical movement from the top, as was formerly thought to be the case.

Another authoritative source of information in that area is Pierre Martineau, director of research and marketing of the *Chicago Tribune*. . . In the April issue of *Nation's Business* was published an article by him which seems completely contrary to the statements by Mr. Woolf. . .

In view of the reports mentioned above and others in the same area, including studies by Social Research Inc., I wonder what is the source of authority for Mr. Woolf's statements.

Everett R. Smith,
Director of Research, Macfadden Publications, New York.

In Nation's Business, Mr. Martineau wrote that "we are witnessing a new consumer sales phenomenon," that "the skilled worker group today is the largest potential for many, many kinds of goods and services and represents an undreamed-of potential," and warned that "the appeals formerly used to reach the middle-class market which the blue-collar workers are now invading are equally unsuccessful." He believes "much of the jargon of the advertising business is generally foreign to the new customers."

• • •

Some Comments on Our 'One Ad World' Editorial

To the Editor: Referring to your "one ad world" editorial, we do like your interest in the international scene.

What we don't like is to see it treated as being as new as those now discovering it.

Many American companies have been promoting aggressively abroad for more than 50 years. Some of our accounts have been with us for 40 years.

What we would appreciate is more experienced writing, editorializing and reporting of the field. Much of the current excited generalizations are misleading and irresponsible.

Part of your "one world" editorial sounds like Senator Claghorn viewing the Sphinx for the first time.

Thomas W. Hughes,
President, National Export Advertising Service, New York.

Actually, AA has been reporting developments in world advertising for a good many years, and our editors and reporters are experienced through years of service and are well qualified to observe and report on the significant new trends in marketing and advertising around the world.

Offers Market Data on Israel

To the Editor: I am sending you under separate cover the booklet "Facts and Figures" on advertising services in Israel, compiled by our agency.

The booklet contains information on the country (area, population, employment, national income, trade, etc.) as well as on advertising facilities in Israel (press, cinema, radio, direct-mail and outdoor).

This is a modest attempt but first of its kind to present the overseas advertiser with some data on a new potential market in this part of the world.

The booklet will be sent free of charge to interested prospects.

E. Tal,
President, Tal & Ariely, Tel-Aviv, Israel.

Paxson Joins White Agency

Audian Paxson has joined White & Shuford, El Paso, as an account executive. He formerly was sales manager of KROD, El Paso, since 1957.

TESTED AND APPROVED
CONSUMERS INSTITUTE
non-profit
WASH. 1, D.C.
To qualify to display. Write 15 E St. NW Wash. 1, D.C.

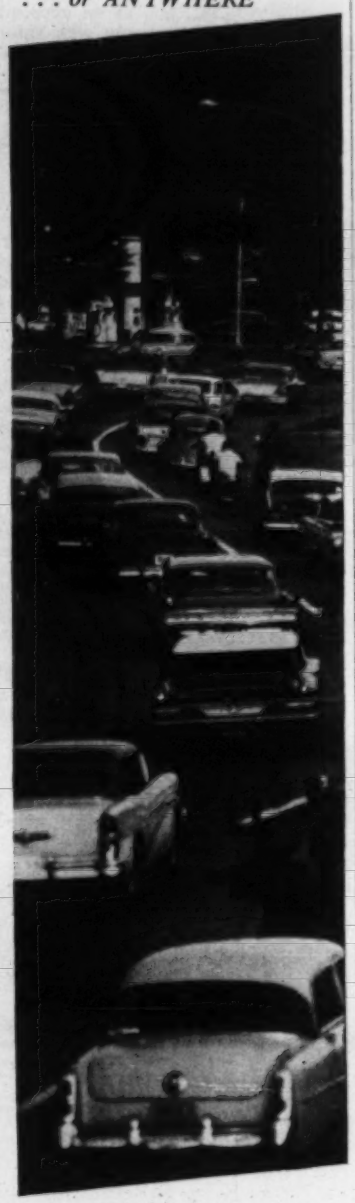
THE GAP WIDENS!

In 3 years, the circulation lead of the Journal-American over the World-Telegram and Sun has grown from 106,247 to 142,795 — an increase of 36,548 — and from 228,567 to 271,160 over the Post — an increase of 42,593! The Journal-American's average weekday circulation is now 607,000.

From A.B.C. Publisher's Statements for 6 months ended March 31, 1960.

The N.Y Journal-American is represented nationally by Hearst Advertising Service Inc.

On NEW EXPRESSWAYS ... or ANYWHERE



Of all the folks you see from ABC Cincinnati...

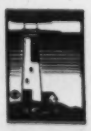
7 OUT OF 10 *read the* **CINCINNATI POST TIMES-STAR**

*B. L. Schapker Market Research

Total ABC circulation, the largest daily in Cincinnati history...

273,148

The Newspaper that Spends the Evening with Almost **1,000,000** *Readers*



ROBERT K. CHANDLER
Manager, General Advertising Department
★
Represented by
The General Advertising Department
SCRIPPS-HOWARD *Newspapers*

Adman in the News . . . Donald Ostensoe

MEXICO CITY, June 30—When the Advertising Assn. of the West elevated its senior vp to the presidency, the association turned over its leadership to a vigorous and articulate exponent of the need for the advertising industry to sell itself to business and to the public.

The man is Donald Ostensoe, and as a practitioner of public relations, he feels certain that good public relations can do a lot to improve the standing of advertising, particularly with business itself.

Donald Ostensoe

"Advertising has remained aloof too long from the real interests of business men," Mr. Ostensoe told ADVERTISING AGE. "There is not the closeness between the business man and the advertising man as there is between the economist or the researcher and the business man . . .

"We are used to selling things, but one of the things we do not sell too well is advertising. We must do a better job of public understanding."

Mr. Ostensoe goes on: "One of the most serious problems in the advertising industry is that we have been too successful. Our leaders, great creative men, tend toward complacency, a boredom of prosperity. History teaches us that the same thing can happen to countries, too."

■ Mr. Ostensoe speaks from a new place of business, that of Donald Ostensoe, Public Relations Counsel, an office he opened May 1, after almost eight busy years with First National Bank of Oregon, largest in the state. He began in 1952 as an assistant in the advertising department. In 1954 he became advertising manager, and two years ago assistant vp. Last July he was named public relations director of the bank. He left to open his own pr shop so that he could handle full-time some of the challenging problems that business men were bringing to him for help.

Only 31 years old—he'll turn 32 next month—Mr. Ostensoe will be the youngest president AAW has ever had. At 27 he was the youngest president the Oregon Advertising Club had ever had, and at 28 he was the youngest man ever named an assistant vice-president at First National Bank.

■ One trouble in advertising clubs, Mr. Ostensoe says, is that "we talk too much to ourselves. The people who should know more about us never hear our story." That's one reason why he likes to talk to groups outside the advertising business, such as luncheon clubs, chambers of commerce, and civic organizations.

Each year, he notes, it is the duty of the AAW president to talk to every advertising club on the circuit; he may make 100 to 150 speeches, "99% made to people in our own advertising fraternity." He will carry out this tradition and talk to ad clubs. But he proposes to go a step farther and put just as much time and effort into reaching business men outside the advertising field.

■ This effort to tell the story of advertising to the business community, Mr. Ostensoe feels, is the No. 1 job for AAW in the year ahead. He adds, "AAW is the spokesman for the advertising industry in the West. That is our primary job. We must speak with knowledge and truth about our industry."

Legislation is a second area which AAW will stress in the coming year. Advertising men should be more than a watch-dog at legislatures to guard against adverse action; there should be a working force, he feels, able to show the effect of unwise legislation on the general economy.

Education, a third area for AAW, will call for closer work with colleges and universities in training people for advertising. When advertising people take their time—as they must—to go into educational institutions and participate in courses and seminars, "you are training the students and also the educators who are listening to you." Mr. Ostensoe adds, as the basic challenge: "We do not have enough good people in advertising."

A fourth area for AAW work is Advertising Recognition Week. This effort, Mr. Ostensoe quickly adds, should not be a single week but a year-round campaign, and he speaks as the national chairman in the past year for Advertising Recognition Week.

"We've got to make people understand what advertising is," Mr. Ostensoe explains, "and at the same time through AAW we can stress better advertising and better advertising practices."

■ A bachelor and hence, perhaps, having more time for outside activities than some men, Don Ostensoe has been a vigorous exponent of personal participation in civic affairs. This participation is a key element in his makeup and outlook. In the advertising industry, he says, "we are supposed to be the creative nucleus of the community. For this, we have to get out and meet people."

He has met plenty. He was chairman, for example, of the Portland Zoo Commission, which recently completed a $4 million zoo for the city. The appointment was made by the mayor. Mr. Ostensoe remarked that having no children, he could hardly care less about a zoo, and yet he recognized the importance of this to families and to the city. He set himself to the task of selling the voters on a $4 million bond issue on a proposal turned down four times previously; the issue passed with the biggest majority of any bond issue in the city.

■ It is almost by accident that Don Ostensoe got into advertising and public relations. He was graduated from Lewis and Clark College, Portland, with a major in political science and a minor in advertising. Then he was graduated from the financial public relations school at Northwestern University, Chicago. He intended to go into the diplomatic corps, but found that he would have to wait a year for the appointment he wanted. Meanwhile, an opportunity came up for him at the First National Bank. He snapped it up, and observes, "Once I got a taste of advertising, I figured this was the life for me." #

Bates Appoints Five

William A. O. Gross and William E. Hatch, senior vps of Ted Bates & Co., New York, have been named to the agency board. Mr. Gross, an account group head, joined Bates in 1945. Mr. Hatch, who was named treasurer last year, joined the agency in 1954. Francis Sammons, formerly public relations and publicity advisor and coordinator of new business development at J. Walter Thompson Co., has been named vp and director of publicity and public relations at Bates. He succeeds Benson Inge, who has resigned after 19 years with the agency. Thomas W. Hanlon and Albert W. Reibling, account executives, have been elected assistant vps.

Hampson Hall Doud

KIDDING KLIENT?—*Robert D. Hall, of Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, looks a little sheepish as he accepts citation naming him "vice-president for kustumerservus." Making presentation are his clients, George Hampson, vp for sales, and George Doud, ad manager, both of New Hampshire Ball Bearings. Mr. Hall, account exec on New Hampshire, won the citation on strength of four years' "devotion to duty."*

N.Y. Taxicab Industry Sets Ad Push to Regain Riders

The licensed and regulated taxicab industry of New York City will mark the July 1 expiration of the city's 10¢ "taxi tax" by launching an ad campaign to regain riders lost during the year the tax was in effect. It will be the first time the industry has ever advertised its service.

The ad push, which will use print media, radio and transit ads, started with 1,000-line ads in all New York afternoon dailies on July 1. George V. McIntyre Agency, New York, is the agency.

Mogul Names Cohen, Eglies; Adds Globus Account

Mogul Williams & Saylor, New York, has elected Norman Cohen, comptroller and administrative assistant to the president, secretary and a principal partner in the agency. Mogul also has named F. Joseph Eglies, formerly with Fieldcrest Mills, a marketing executive.

Rudo S. Globus Inc., New York, new publishing company, has named Mogul as its agency. The company will publish a general list to be distributed in association with the Viking Press.

Duschene Joins Nielsen

Joseph P. Duschene, former director of engineering of Consolidated Foods Corp., has been appointed assistant to Arthur C. Nielsen Jr., president of A. C. Nielsen Co., Chicago. Nielsen also announced that Richard H. Shane, senior research statistician for the statistical research department, has been named associate director of research, broadcast, and William P. Scott, formerly associate director of research, has been promoted to director of research, retail index.

Cut-Rite Uses Radio Blitz

Scott Paper Co., Chester, Pa., conducted a heavy radio campaign on 745 stations in 535 cities through July 2 to promote Cut-Rite wax paper to those who were picnic-bound during the July 4 weekend. More than 13,138 commercials were aired on the NBC, CBS and Mutual networks as well as local independent stations across the nation. J. Walter Thompson Co. is the agency.

"The Jackson TV market area's economic potential is amplified by the South's traditional warm hospitality."

Miss America, 1959

MARY ANN MOBLEY

Brandon, Mississippi

WLBT Hollingbery 3 **WJTV** Katz 12

Serving the Jackson, Mississippi, Television Market

Dailies Cheer, Boo Esty Discount Demand

(Continued from Page 1)

lem, with the likelihood that Winston and Camel would be added later—was reportedly a 13-time package. It began on June 20. Last winter Esty placed four-color pages in approximately the same number of newspapers as a kind of dress rehearsal for the current drive.

Esty's proposition, as put to publishers and their reps, reportedly went this way: If a selected newspaper's color rate represented a cost-per-1,000 circulation figure of $7 or less, the publisher was automatically included on the Reynolds schedule and no discounts were requested. If a daily's cost-per-1,000 ran between $7 and $10, a 10% discount off its one-time, one-page color rate was requested. Those who rejected the proposition were excluded from the schedule.

Esty said, however, that "there were some markets we weren't interested in." The agency said the factors involved in its decision to use a specific newspaper were: (1) Did we want the market? (2) Was the cost-per-1,000 in line? (3) Would a continuing schedule entitle us to a discount?

The ad manager of one eastern daily told AA that he was against "unpublished discounts for any individual advertiser. The only time we would ever go along with such a proposition is to establish discounts for everybody and put them on our rate card," he said.

■ Other newspaper men—on the Reynolds list—had praise for the agency. A midwestern adman saw in the campaign the possible beginnings of a more uniform newspaper system for providing advertisers with continuity and frequency discounts. "Esty forced the issue here, and maybe some papers will now offer discounts on their rate cards," he said.

What some other newspapers thought about the campaign and its presentation to them could be gleaned from the advertising director of a major metropolitan daily in an eastern city, whose newspaper is carrying the Salem campaign.

He said he was "unhappy about the proposition in general." He felt that most newspapers had "made concessions," and went on to note that newspapers were "round-heeled in situations like this." It's not "too different from the General Mills 52-time deal offered a couple of years ago," he said philosphically, and went on to comment that most newspaper rate cards don't contemplate this intensive use of newspapers, that newspapers' discount structure is "all over the lot," varying widely from paper to paper and city to city, and that agencies don't have any standard approach to a problem like this, and that newspapers have "no business-like way" of dealing with the problem when it arises.

■ An advertising director of one of the newspapers which declined to accept the Reynolds campaign blasted the Esty agency and the tobacco company.

"The agency is out of line in this case," the director said, who asked to remain anonymous. "And Reynolds has its nerve trying to set our rates. Can you imagine us trying to set the prices of Reynolds products?

"We have a flat rate and have maintained it for many years. We are not going to bargain with anyone."

He went on to say that most frequency and volume discount rates "don't mean a thing in national advertising, as most national advertisers don't run enough linage to earn a discount." He asserted that r.o.p. color advertising is not profitable to a newspaper and that the color premium charged by newspapers does not cover expenses.

"The flat rate set by newspapers has protected agencies and kept them from going broke," the ad director said. "It has been a real boon to agencies."

■ Edward Dierker, advertising director of the *Dayton News* and *Journal Herald*, told AA that "we have an established rate card and intend to live by it. When we decide to change our rates, they will be publicized to all advertisers," he said.

Mr. Dierker estimated that his newspapers lost between $25,000 and $30,000 in turning down the Reynolds business.

Another newspaper estimated that it would have had to allow more than a 50% discount on normal color rates if it had accepted the Reynolds campaign. "It was a ridiculous price they offered us, so it is obvious why we refused to accept the campaign," a spokesman for the daily said. #

SRA Reports Spot Radio Billings Up Slightly in Quarter

Station Representatives Assn., New York, reported estimated gross spot radio billings for the first quarter of 1960 at $40,008,000, only slightly above the estimated $39,990,000 for the comparable 1959 quarter. Both figures, supplied to the association by Price Waterhouse & Co., are subject to change when FCC releases its 1959 financial report for radio later this year.

Sterling Elected President

John L. Sterling, Cresmer & Woodward, has been elected president of the Detroit chapter of the American Assn. of Newspaper Representatives. Other new officers are Stanley E. Cloutier, Story, Brooks & Finley, 1st vp; Carl B. Hicks, Gannett Advertising Sales, 2nd vp; Thad S. Hadden, Sawyer-Ferguson-Walker Co., secretary, and Richard T. Healy, Katz Agency, treasurer.

FINALLY A FROSTING READY-TO-SPREAD!
NOW! From Deauville House—the FIRST and ONLY Refrigerated Cake Frostings Completely Prepared!

READY SPREAD—*Deauville House Foods, Anaheim, Cal., has introduced its new refrigerated cake frostings with this 1,000-line ad in nine daily newspapers in Los Angeles and adjacent counties (AA, April 18). Subsequent insertions in the introductory campaign will run through July 21. Compton Advertising, Los Angeles, is the agency.*

Last Minute News Flashes

Postal Hike Chances Fade as Veto Is Overridden

WASHINGTON, July 1—Administration plans for a combination federal pay-postal rate bill faded as Congress today overrode the President's veto of a 7.5% pay hike bill. Pay bill sponsors and mail user groups had been confident the veto would be beaten if the showdown came before the recess scheduled this weekend (*See "In Washington" on Page 8*).

FTC Issues False Price Ad Ultimatum to Photo Field

WASHINGTON, July 1—The Federal Trade Commission's bureau of consultation today gave the photographic equipment industry—manufacturers, importers and retailers—two weeks to submit assurances that they will stop using fictitious list prices in newspapers and nationally circulated magazines. FTC said the estimated 40,000,000 persons who buy cameras and related products "are entitled to protection against spurious bargain claims."

WGN Syndication Gets Notre Dame Football Sales

CHICAGO, July 1—WGN Syndication Sales, a new organization set up by WGN radio and tv stations, has landed its first big piece of business —University of Notre Dame football games, to be televised on a delayed basis. Sixty stations carried the series last fall, and WGN hopes to get 100 stations this year. Brad Eidmann, formerly general sales manager of WGN-TV, heads WGN Syndication Sales.

'Chicago Sun-Times,' 'Daily News' Name Ludgin

CHICAGO, July 1—The *Chicago Sun-Times* and the *Chicago Daily News* have appointed Earle Ludgin & Co. to handle their advertising, effective some time this fall. Combined billings reportedly amount to $500,000. Buchen Co. formerly handled the *Sun-Times;* Batten, Barton, Durstine & Osborn is the *News'* former agency.

Pillsbury Enters Non-Food Field via Tidy House Buy

MINNEAPOLIS, July 1—Pillsbury Co. made its first venture into the non-food grocery products field with the purchase of Tidy House Products Co., Shenandoah, Ia., manufacturer of household cleaning products. Pillsbury said it had not reached a decision on the future of Tidy House's agencies—Guild, Bascom & Bonfigli, San Francisco, and Buchanan-Thomas Inc., Omaha.

Consolidated Trimming Moves to Mitchell

NEW YORK, July 1—Consolidated Trimming Corp. has appointed Harold M. Mitchell Inc. to handle advertising for its line of curtain and drapery trimmings and decorative hardware, marketed under the Conso name. The account is said to bill more than $300,000, with $200,000 in magazines. Norman D. Waters & Associates is the previous agency.

Gulf Oil Enters West Coast with Wilshire Purchase

LOS ANGELES, July 1—Gulf Oil Corp. has made its initial move into West Coast markets via the acquisition of Wilshire Oil Co., an independent marketer with some 800 stations in California, Nevada and Arizona. Gulf said Wilshire will operate as a "separate entity." Doyle Dane Bernbach Inc., Los Angeles, is Wilshire's agency.

Disney-ABC Settlement to Free 'Mickey,' 'Zorro'

NEW YORK, July 1—Walt Disney Productions' anti-trust suit against American Broadcasting Co., which was filed in New York district court in July, 1959, probably will be settled out of court next week. The terms of the settlement, now being pounded out, reportedly will call for (1) the sale of ABC's stock in Disneyland Park, with the network continuing to operate concessions in the park, and (2) freeing of Disney Productions to sell "Mickey Mouse Club" and "Zorro" on tv as desired. "Walt Disney Presents," which will continue on ABC-TV, was not involved in the hassle, which grew out of Disney's complaint that ABC dropped "Zorro" and "Mickey" and then tried to keep other tv outlets from getting them.

Ambassador Scotch Plans Drive; Other Late News

• **Quality Importers** will launch a magazine campaign in September for Ambassador Deluxe scotch, using two-color pages in *Ebony, Life, Sports Illustrated, Time* and other magazines, plus twice-weekly newspaper ads in major markets and outdoor advertising. "The world's lightest scotch" is the over-all theme. W. B. Doner & Co. is the agency for Ambassador Deluxe.

• **Political dilemma**—The question of whether the Republicans (BBDO) or the Democrats (Guild, Bascom & Bonfigli) will get in the last tv word to voters on election eve still is up in the air. Both parties have ordered the 11 p.m. to midnight hours on all three tv networks (AA, Feb. 22), but neither has been able to clear yet. As a result of the conflicting orders, CBS some time ago announced that political orders on its network and stations would be accepted only on an exclusive basis.

• **National Broadcasting Co.** said, as ADVERTISING AGE went to press, that the *San Francisco Chronicle's* latest efforts to block NBC's proposed acquisition of KTVU, San Francisco (*see story on Page 1*), are based on many of the same claims made in the brief filed jointly with Westinghouse Broadcasting in the federal district court in Philadelphia. "The *Chronicle*, having abandoned its effort to intervene before the district court in Philadelphia, is now presenting its discredited claims in an anti-trust suit filed before another district court in San Francisco. The *Chronicle's* petition to the FCC has no greater validity than its court complaint, as our reply will demonstrate at the appropriate time," the NBC statement said.

• **Standard Oil Co.** (New Jersey) is not expected to name a replacement for Ogilvy, Benson & Mather to handle its special institutional magazine campaign for "four or five months, if at all," the company said, following the appointment of Ogilvy by Shell (AA, June 27).

• **A House-Senate conference** has agreed on a figure of $150,000 to enlarge the Federal Communications Commission's investigating staff, effective immediately. This is half the sum sought by Chairman Frederick Ford under a plan calling for spot monitoring, as well as field investigation. The Senate appropriations committee previously voted $200,000, but barred monitoring. In floor discussion House members said they expected uses of the fund to include monitoring.

ABC Radio Cuts Back Number of Religious Shows

NEW YORK, July 1—ABC Radio, which bills over $1,000,000 in religious programming, will cut back the number of shows in this category and move the remaining shows into Sunday morning or evening periods.

Some religious shows are being dropped because poor station clearances indicate they are not in the public interest, Robert Pauley, vp in charge of the network, told ADVERTISING AGE. "Any show that clears 19% of an ordered 100% is not in the public's interest, the station's interest, the network's interest or the advertiser's interest," he said. Mr. Pauley felt that programs which clear so few stations would be better off on a regional network or a spot radio schedule.

■ ABC plans to cut back four of its half-hour sponsored religious shows. The network currently carries five-and-a-quarter hours of paid religious programming, all on Sunday, making it ABC's largest single source of income. Four religious sustainers will continue.

Shows with the poorest clearance record over the past year will not be renewed at the end of their current contracts. Mr. Pauley would not say which shows are likely to be dropped.

Broadcasts with the weakest station lineup as of June are (in order): Oral Roberts (29); "Wings of Healing" (34); Frank & Ernest (49); "Voice of Prophecy" (55), and "Herald of Truth" (55). The biggest station list is Billy Graham's 159.

■ Swan & Mason, which handles the Oral Roberts account, has not heard whether their broadcast on ABC would be dropped. An official at the agency said he constantly hears from representatives and stations that are interested in adding the Roberts broadcast to their schedules. The Roberts radio broadcast is now aired on 242 U.S. am stations, including the 29 to 32-station ABC Radio hookup.

Notices to the affected advertisers will go out next week, Mr. Pauley said. Each sponsor will be given 10 to 13 weeks' notice.

■ Mr. Pauley would like to have the tighter religious programming format in effect by Oct. 3—when the net will launch its new fall schedule—or by Jan. 1 at the latest.

A proposal to drop two hours of religion was made by ABC at a meeting with 13 of its key affiliates here last Friday, June 24. The affiliates, which find it easier to sell spots around entertainment fare, endorsed the idea.

It is still a little early for advertisers' reaction, but one, worried, called Mr. Pauley yesterday and expressed a fear that his weak-clearing show would be bounced. Mr. Pauley assured him that he would not be thrown off immediately, but would be given plenty of notice if his show is to be axed.

Although some observers believe the network's move might presage eventual elimination of all sponsored religion from ABC, Mr. Pauley said that he has no such plans at the present. #

Becomes Moselle Advertising

Moselle & Eisen, New York, has changed its name to Moselle Advertising. Rose Moselle is the new president. The interest of Henry Eisen has been purchased by the corporation, and Mr. Eisen has retired from the agency.

Hartman Will Merge with Grey on Aug. 1

(Continued from Page 1)
market chains; Monroe Calculating Machine Co., and United Glass Ltd., British glass manufacturer.

■ Grey estimated its new business as totaling "several million dollars." For 1959, Hartman reported billings of $7,125,000 (AA, Feb. 29). But this volume included partial billing on Fleischmann Distilling's Black & White scotch, Fleischmann's bourbon brands (Churchill bonded, Churchill 88, Old Medley and Old Heirloom) and Schenley's Cream of Kentucky bourbon—all of which left the agency last year.

In addition, a group of food accounts which entered the agency in 1958 with Herbert J. Stiefel left earlier this year with Mr. Stiefel.

■ Mr. Hartman was a top account executive with Lord & Thomas during the Roaring '20s. He served as account executive on Lucky Strike during the time the American Tobacco brand first became a multi-million-dollar advertiser and the nation's leading cigaret. Before coming to New York in 1923, he was advertising manager of Mandel Bros. in Chicago.

In October, 1931, Mr. Hartman set up his own shop. In an interview with AA four years ago, when the agency was celebrating its 25th anniversary, Mr. Hartman recalled that he billed $273,000—and lost money—in 1932. Billings dipped to $94,000 in 1933. But in 1934 the shop pulled out of the red with billings of $533,000, making a net profit of $21,000.

It never had a losing year again, Mr. Hartman said. #

Schilling Account Moves to Cappel Agency from B&H

(Continued from Page 1)
regular line of spices, the Gourmet glass pack spice line, Coffeen instant coffee, McCormick gelatine and a new line of Schilling dehydrated foil package foods.

■ Lennen & Newell's New York office continues to handle advertising for the McCormick division, in Baltimore, and the parent company's national advertising. The San Francisco office of L&N will continue to direct advertising for McCormick tea.

The Schilling division covers 24 western states, including Hawaii and Alaska.

"CP&R was chosen," Jack Sassard, Schilling's ad and sales promotion manager, said, "because it demonstrated a strong creative approach, along with aggressive merchandising and field work in the success it has obtained for its accounts in the food business."

The Cappel agency has about 16 food accounts, and Mr. Sassard pointed out that "one of the things we looked for in making our selection was the agency's own growth; analysis revealed that 65% of CP&R's growth came as a direct result of the growth of its accounts."

The agency's billings are now approximately $2,000,000 a year. #

Hermanson to 'Bride & Home'

Dick Hermanson, formerly with *Harper's Bazaar*, has joined the sales staff of *Bride & Home*, New York.

MERCHANDISER—*Max Factor will introduce its new "Red on Red" lipstick shade and lip gloss with this three-color roulette wheel counter merchandiser. It holds a dozen refills of the lipstick and four units of lip gloss. Supporting advertising will include color pages and spreads in women's magazines, spot tv and newspapers beginning Sept. 15.*

Armco Names Marsteller for $1,000,000 Account

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account bills $1,000,000, and MRG&R will begin billings on Aug. 1.

Armco started looking for a successor to Ayer about five months ago. R. K. Leedom, ad manager, told Advertising Age that "with the knowledge of N. W. Ayer & Son, we went through a number of steps prior to making our selection. In addition to a preliminary screening of agencies well known to us, we sent out questionnaires to a larger group selected on the basis of published material.

"From these two sources we compiled a list of agencies from whom we had informal presentations and we visited the offices of still others," Mr. Leedom said.

■ MRG&R will handle the Armco advertising out of its Pittsburgh office, and the pr from its New York office. Ketchum, MacLeod & Grove, Pittsburgh, continues as agency for National Supply Co., an Armco unit, and Potts-Woodbury will continue to handle Armco's Sheffield division and Union Wire Rope Co.

With the Armco acquisition, MRG&R has added some $2,500,000 in additional billings this past month. In addition to Armco, the agency has added the data processing division of International Business Machines, Bridgeport Brass Co. and Babcock Poultry Farms.

The questionnaire Mr. Leedom referred to was mailed to some 30 agencies three months ago (AA, April 4). It was not signed and gave only a New York post office box number. Armco later told AA that the anonymous questionnaire was used in order to keep the company from being "deluged by agencies seeking a new account." #

JOHN C. APPLETON

Norwalk, Conn., June 28—John C. Appleton, 42, account executive with Young & Rubicam, New York, died here June 22, of a heart attack.

Mr. Appleton had been with Young & Rubicam for the past eight years. Before that he was with Grey Advertising Agency, New York, for five years.

Corinthian Stations Sell Convention Packages to Clients

New York, June 29—Several stations have been selling their convention coverage packages to advertisers. Latest sales made by the Corinthian stations were to the Texas National Bank on KHOU-TV, Houston, and to the National Bank of Tulsa as co-sponsor on KOTV, Tulsa, along with Conoco, signed previously.

The convention package now has been sold on all five Corinthian tv stations. Earlier sales were to Shell Oil on KXTV, Sacramento; to Fall City Brewery on WISH-TV, Indianapolis, and to Peter Eckrich & Sons on WANE-TV, Fort Wayne. Corinthian will send 14 news men and camera men to both convention cities, from which they will dispatch film and audio reports of local interest to supplement CBS' national coverage carried on the stations.

Instant Yuban coffee, a General Foods product, sponsored Corinthian's coverage of President Eisenhower's recent far eastern trip on KXTV. Film and phone coverage was supplied to all Corinthian tv stations by Dan Rather, news director of KHOU-TV.

■ At WCBS, New York, Dannon Yogurt bought the radio station's entire political package of spot announcements. This will include local cut-in announcements during the CBS network coverage of both conventions, announcements preceding each of the "CBS Analysis of the Political Campaign" special programs, and five-minute programs of local returns on election night, broadcast at the hour and half-hour from 7 p.m., EDT, until conclusion. #

ARTHUR LEE

Greenwood, S. C., June 28—Arthur Lee, 73, chairman of the board of the Index-Journal Co., publisher of the *Greenwood Index-Journal*, died June 21 at Self Memorial Hospital after a lingering illness.

Mr. Lee was appointed business manager of the Index-Journal Co. in 1938, became general manager in 1944 and was named chairman of the board in 1957.

WWRL Promotes Donneson

Selvin Donneson has been promoted from sales manager to vp in charge of sales of WWRL and WRFM, New York.

Toiletries Market Will Grow 65% by 1969, Nielsen's Peckham Predicts

Poland Spring, Me., June 29—Competitive pressures from new or improved brands is largely responsible for lost share of market in the toiletries field, according to James O. Peckham, exec vp, A. C. Nielsen Co.

Mr. Peckham addressed the annual convention of the Toilet Goods Assn. here today, analyzing the growth of the toiletries business, and made a prediction that by 1969 over-all consumer buying of toiletry products will be 65% ahead of 1959 volume.

An analysis of 11 product groups for which figures are available showed that in the past five years consumer buying was 50% ahead of the disposable income trend. Some of the reasons for this, Mr. Peckham said, are the new and improved products, increased leisure time, increased discretionary income and increased "exposure for sale" of self-service toiletries.

■ The Nielsen executive used a chart which showed that, of 41 major toiletry brands that were leaders in their respective fields in 1951, 24, or 59% have since lost a share of market, with nine of the 24 losing more than 50% of their market. The remaining 17 brands, or 41% gained a share of market, eight of them by 25% or more. Among the new brands introduced during this span, ten are now numbered among the leaders.

■ Mr. Peckham then analyzed some of the major factors contributing to both the lost and gained share of market:

1. Four of the 24 losers should never have been among the leaders in the first place, because they were found basically unsatisfactory by too many customers and did not live up to their advertising claims.

2. Twelve of the 24 lost out to new and improved products.

3. Two brands lost because their product characteristics enabled competition to use advertising claims that reduced the consumer value of the two brands.

4. Six lost out for a variety of reasons, no one prominent enough to be isolated.

■ Discussing the gainers in share of market, Mr. Peckham concluded:

1. Ten of the 17 gainers did not have substantial new or improved brand competition to face, and in each case it was a satisfactory product advertised with increasing expenditures.

2. Three brands beat off both new and established competition because they were eminently satisfactory in the first place and were supported by heavily increased advertising and promotion.

3. The remaining four brands were successful in the face of new as well as established brand competition because they promptly marketed an acceptable additional form of the brand and supported it with heavily increased advertising and promotion.

The toiletries market of 1969 will be more selective, Mr. Peckham indicated, and some of the successful new brands will be characterized as "leisure," "vacation," "outdoor," "geriatric," "teenage" or "young married" toiletries.

■ J. B. Brewer, executive director of the Toiletry Merchandisers' Assn., noted that about ten years ago a health and beauty aids rack in a food store averaged about 3' in length and held between 70 and 75 items and sizes, with no item having more than one facing.

Fixtures today average nearly 17' in length, hold between 300 and 350 items, and items and sizes are given facings based on sales.

Mr. Brewer told the convention that health and beauty aid sales in food stores last year were $1.4 billion. This department accounts for 2½% of total store sales but is the No. 1 category in gross profit, he stated.

■ He said that outposting—the practice of having extra displays in various parts of the store—has accounted for the majority of the sales gains in the food field, and predicted that food store increases in toiletry sales will be 150% ahead of 1959 by 1969, in contrast with Mr. Peckham's prediction of 95% for food store increases. Mr. Brewer also predicted that trained cosmetic demonstrators will be used to introduce self-service cosmetic departments in supermarkets and will be brought back to each store often enough to maintain accelerated interest. Certain supers will have separate cosmetic departments with trained cosmeticians constantly present, he declared.

The convention elected Jean Despres, exec vp, Coty Inc., as president of the Toilet Goods Assn.

Ike Nominates Charles H. King for FCC Position

Washington, June 29—President Eisenhower has nominated Charles H. King, 53, dean of the Detroit College of Law, for membership on the Federal Communications Commission. He would get the place vacated by the resignation of former Chairman John Doerfer.

While Mr. King has little prospect of being confirmed by the Senate this year, he could take office under interim appointment after Congress adjourns. At present there are three Republicans and three Democrats on the FCC. The Democratic Senate leadership is reluctant to confirm a fourth Republican until the voters determine this November which party is to control the White House in 1961.

■ The Senate last week confirmed a new seven-year term for FCC Commissioner Robert E. Lee, a Republican, restoring the 3-3 party balance. The seventh seat remains open because Edward Mills Jr., of Morristown, N. J., who was selected as Chairman Doerfer's successor, was unable to dispose of a conflict of interest created as a result of his beneficial interest in a trust fund. #

PIERRE ESDRAS TERRIEN

Ottawa, June 28—Pierre Esdras Terrien, 83, former president and general manager of *Le Droit*, died here June 21.

Mr. Terrien was one of the founders of the French-language newspaper and its president from 1914 until his appointment as general manager in 1942. He retired in 1947.

JOAN H. S. LA ROCHE

New York, June 30—Joan Hopkins Sinclair La Roche, 35, daughter of agency man Chester J. La Roche, died yesterday at Mount Sinai Hospital after a long illness. She had been with Young & Rubicam and before that with the *New York Post*. Her father heads C. J. La Roche & Co., New York.

Along the Media Path

KRAK, Stockton-Sacramento, Cal., is offering $1,000,000 in authentic reproductions of Confederate money to the grand prize winner of its "I Hate Contests" contest. Listeners are invited to write in to the station and tell in 114 words or less why they hate contests.

• A herd of 120 antique cars participated in the sixth annual WOODland Antique Auto Tour, held June 4-5. Sponsored by **WOOD** and **WOOD-TV**, Grand Rapids, Mich., the tour traveled from Grand Rapids to East Lansing.

• **Censorship Scoreboard**, the only national monthly periodical devoted to reporting censorship activity in mass media, celebrating its second year of publication, is offering a permanent indexed record of what prominent people, including President Eisenhower and Erskine Caldwell, have said about censorship in the past year in a special anniversary edition. Copies may be obtained from *Censorship Scoreboard*, 3435 N. Harlem Ave., Chicago 34.

• Thomas Ross, a junior at Purdue University, has won the first Work/Scholarship Award, given by **Industrial Publishing Corp.** The award, which gives Mr. Ross ten weeks summer employment at Industrial Publishing at regular pay scales, plus a $500 cash prize to help with senior year tuition, is aimed at attracting engineering students to opportunities in the business press field.

• **CBS Radio Network** has compiled in booklet form excerpts from letters received in response to a request made by the president of CBS Radio during recent New York Philharmonic broadcasts, asking for an expression of audience interest in the broadcasts, to assist the network in making its annual program decisions. Additional information may be obtained from Phil Cohan, CBS Radio Network, 485 Madison Ave., New York 22.

• **National Real Estate Investor**, New York, eight-month old slick paper consumer magazine in the realty investment field, carried its first insert supplement in its June issue. The insert was run by Valley National Bank, Phoenix.

• An analysis of 1959 U. S. exports of eight major categories of electronic equipment and components to 83 foreign markets has been published by **International Electronics.** The tabulation, in wall-chart form, covers U. S. exports such as testing instruments, broadcast equipment, tubes, information processing equipment, and wave form testing equipment. Single copies are available from *International Electronics*, 386 Fourth Ave., New York 16.

• **Industrial Maintenance & Plant Operation** will offer two new space sizes, a 3/5 page and a 4/5 page, to advertisers, effective with its August issue. B&w 12-time rates are $1,250 for the 3/5 page and $1,400 for the 4/5 page.

• **Traffic World**, Washington, mailed copies of "Dear Editor," a booklet, prepared by the magazine's promotion department, containing profiles on each of *Traffic World's* editors, to all its regular subscribers as part of its June 18 issue. A special editorial disclaimed any editorial department responsibility for the booklet, beyond asserting that the photographs were properly identified.

• Winner of the **KXLR**, North Little Rock, "Millionaire For a Day" contest, will receive 5% interest on $1,000,000 for a day, a chauffeur and Cadillac for the day; a butler or maid, a baby sitter, and a night on the town for two. The first listener correctly to identify each of the ten segments of a composite commercial, produced by taking segments from ten commercials, will be the winner.

• Lt. Col. James R. Blackburn, staff officer at Offutt Air Field, Omaha, was named winner of a Chevrolet Corvair in **KETV's** "Corvair" contest, by estimating the Corvair would travel 260.1 miles on a full 11-gallon tank of gas. During KETV's "Corvair Distance Run," held June 13, the car was driven an actual 260.2 miles before running out of gas.

• **Food Engineering** has moved to new offices at Chestnut and 56th Sts., Philadelphia.

• Fred Sanders, Detroit confectioner, ran an ad with a peppermint pink shade of ink, scented with peppermint, in the June 30 issue of **Mellus Newspapers**, to announce the opening of its 100th store. Clark & Bobertz is the agency.

• The **Montreal Gazette** published its annual camera section in its June 17 issue. The 8-page section featured a wide range of topics for the amateur photographer, as well as announcing the annual newspaper contest sponsored by newspapers in Canada and the U. S. in conjunction with Eastman Kodak Co.

• "Business' Plans for New Plants & Equipment, 1960-1963," an 18-page booklet based on the 13th annual survey made by the McGraw-Hill's department of economics, has been published by **McGraw-Hill Publishing Co.** The report tabulates expenditures by industry for the years since 1951 and tells the proportionate expenditures for modernization, research and development, plant and equipment, and gives estimated sales potential. Copies are available from Walter Persson, McGraw-Hill Publishing Co., 330 W. 42nd St., New York 36.

• The **San Francisco News-Call Bulletin** mailed out gold-framed sampler-like mottos to agencies and advertisers to remind them that the *News-Call Bulletin* provides the "best time and best place" for beer, wine and liquor advertising.

• **National Hog Farmer** carried 144 advertising pages in the first six months of 1960, a gain of 12% over the comparable 1959 period.

• **American Girl** has published its "1960 Shoe Study" and "1960 Hosiery Study." Both studies list type owned (dress, casual and sports for shoes, and socks, tights and stockings for hosiery) and average price paid. Additional information is available from Barbara Huss, *American Girl*, 830 Third Ave., New York 22.

PUBLISHERS CLASSIFIED DEPARTMENT
9 S. CLINTON ST., CHICAGO 6, ILLINOIS
Please send
"MAGAZINE CLASSIFIED BY THE MILLIONS"
.....
.....
.....

Crowder Yarbrough Moore Ebersole Herbert

SAFETY AWARD—*Jack Crowder, vp of the Atlanta Traffic Safety Council, presents the National Safety Council plaque "for exceptional service to safety" to William C. "Bill" Herbert, editor of the Southern Automotive Journal. The award was in recognition of the Journal's April, 1959, issue, which was devoted to phases of safety in the automotive industry. Looking on are Robert E. Yarbrough Jr., ad manager of the Journal, and Fred Moore and H. L. Ebersole, past presidents of the Atlanta council.*

• The Television Radio Advertising Club of Philadelphia has awarded its 1960 Liberty Bell Award for "outstanding and continuing dedication to the cause of creative, informative public service programming at the community level," to **Westinghouse Broadcasting Co.**

• **WHIO-TV**, Dayton, O., has published the results of a survey taken of its television viewers to see how their opinions and preferences compared with the widely publicized national criticism of television programming. Additional information on the survey is available from R. H. Moody, exec vp, WHIO, 1414 Wilmington Ave., Dayton 1.

• Population, families, retail sales, effective buying income and average family income are included in the "WCCO Television Market Guide." Additional information may be obtained from Tom Cousins, promotion director, **WCCO**, 50 S. Ninth St., Minneapolis 2.

• **Skin Diver Magazine** will sponsor the National Assn. of Underwater Instructors certification course to be held at the Shamrock-Hilton Hotel, Houston, Aug. 22-26.

• An orange tree in Orlando, Fla., and the juice of its fruit for one full year was the first prize award in a "Snow Crop orange tree" contest sponsored by **WPEN** Radio, Philadelphia, on the station's "Pat 'n' Jack" show.

• An 8' bull's eye was used as a companion to the CBS-created television eye in the WTAR Radio-TV Corp., Norfolk, booth at the foreign car show held recently in Norfolk.

• **McCall's** took advantage of the **New York Herald Tribune's** new spot color services to tell of its increase in revenue and linage for the first six months of 1960. The page ad with blue color appeared in the June 10 edition and featured a half-moon in a blue sky with the lead line reading, "Once in a blue moon, or a blue half-moon, does a magazine shine as brightly in advertising leadership as *McCall's* does now."

• Response to its first "free student want ad" section, offered as a public service, quadrupled expectations, the **Miami News** reports. Originally planned for a page spot, a total of 1,800 ads were scheduled, bringing the section to four pages. Ads were accepted only for items which students 18 years or under could use, or for services which they could perform.

• **Department of New Laurels:**

Advertising pages in **U. S. News & World Report** came to 1,504 in the first 26 issues of 1960, a gain of 10% over the same period last year.

Sports Illustrated closed out the opening half of 1960 with the biggest volume of business ever achieved by the magazine, with linage reaching 1,297 ad pages, a gain of 25.2% over the comparable 1959 figure.

Industrial Maintenance & Plant Operation carried a record 1,626½ units of advertising in the first six months of 1960, for total revenues of $333,432. This represents a unit increase of 20% over the previous first-half high of 1959.

Advertising pages carried in the first five months of 1960 in **New Mexico Farm & Ranch** came to 112, a 42% gain over the comparable 1959 total of 79 pages. #

Gebhardt Chili Drive Set

Gebhardt Chili Powder Co., San Antonio, will promote its chili hot dog sauce with meat via a summer campaign on outdoor boards plus newspapers in the South and Southwest. More than 400 boards will be used in Dallas, Fort Worth, Austin and Corpus Christi, plus other outdoor showings in Los Angeles, Atlanta and Phoenix. Glenn Advertising, Dallas, is the agency.

SERVICE *is more than just a word at Lake Shore*

...it's people in action, giving you the finest service available anywhere on these services you need:

3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT

SEeley 8-1010

LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

Traffic World
is the weekly newsmagazine of transportation management*
in every industry
and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy – industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

Adman in the News... Warner Moore

PHILADELPHIA, June 29—Warner R. Moore, the new president of the Million Market Newspapers, is returning to the business he has loved since he entered it in 1924 after leaving Rutgers University. In assuming his new position as head of the national sales organization representing the *Philadelphia Bulletin, Washington Star, St. Louis Post-Dispatch, Milwaukee Journal,* and the *Boston Globe,* Mr. Moore will plunge into the task with his typical combination of detailed planning and considerable energy.

He told ADVERTISING AGE that he will take several months to study the organization of the Million Market Newspapers (personnel numbers between 60 and 70 in all offices) before coming up with any concrete plans which might make news.

■ Basically, his job will be to get more business for the papers his organization represents. To do that, he tentatively plans to develop information on the newspapers and their markets for agencies and advertisers.

He pointed out that as the population of the country and the national gross product increase, newspaper advertising will increase. He wants his five great newspapers to get their share of the increase.

Warner R. Moore

■ One of Mr. Moore's longtime complaints about newspapers in general has been their failure to do all they could to get pertinent information to space buyers and agencies for them to consider. He intends to remedy this at Million Market.

"Friendships are wonderful," he added. "They make the conduct of business more compatible. But, friendship cannot be used to take advantage of friends in selling space. The best way to show your friendship is to give them the information they need, thus helping the papers to sell more effectively."

Mr. Moore admits another philosophy he has long advocated. A newspaper—or a group—must sell advertising space on the highest plane possible while pinpointing advantages. This, he said, will tend to raise the standards of all advertising everywhere.

Mr. Moore can count hundreds of friends in every major market and in most ad agencies, all of whom know that he has always done business on a high plane. This started back in 1924 when he joined the merchandising department of the *New York American,* later moving to advertising and head of several of the paper's weekly editions. His success brought him to the attention of the *Philadelphia Inquirer* and in 1938 he came to this city as the *Inquirer's* local advertising manager. In 1947 he was named advertising director of that newspaper. Four years later the *New York Herald Tribune* named him business manager and a member of its board of directors. For four years he supervised the advertising, circulation and mechanical departments of the *Tribune.*

He left that position in 1955 to become president of Outdoor Advertising Inc., where he also became chairman of the executive committee and chairman of its board. Without any announced reason, he resigned in mid-1958. His son, Warner H., still heads OAI's Philadelphia office.

Since January 1959 Mr. Moore has quietly been president of Warner Moore Associates here. This company buys manufacturing businesses, retaining local management and never publicizing its part in any of the organizations it owns. He will continue as president of this company, but will turn his duties over to several associates so he can devote his full time to the Million Market Newspapers.

He and Mrs. Moore plan to move to New York, where he was born.

Hires Root Beer Enters European Marts via Norway

PHILADELPHIA, June 28—Charles E. Hires Co. will enter the European market with its bottled soft drink for the first time this summer. The company has signed a sales agency agreement with Johan K. Welhaven, of Oslo, who represents 35 Norwegian bottlers, to bottle and sell root beer in Norway.

Peter Hires, president, said he expects other European countries will follow, "once we get our foot in the door." Hires root beer will be sold under the Charles E. Hires label in much the same manner as U.S. bottling companies market it.

Domestic sales of Hires root beer rose 20% in April and 12% in May over the comparable months last year, Mr. Hires noted.

The company has spent up to 40% more for advertising and promotion in the current quarter this year than in the same period a year ago. Mr. Hires said the current extensive advertising and promotion campaign has "made progress."

Advertising in Norway will be handled entirely by the Norwegian distributor. Maxon Inc. is Hires' U.S. agency. #

Stevens Launches New Trademark with Campaign

J. P. Stevens & Co., New York, textile producer, announced a new trademark with four full-color pages in the *Daily News Record* and *Women's Wear Daily* June 28. The new symbol will be used henceforth in blending the company's identity with each of its brand names—Forstmann, Worumbo, Hockanum, Fuller, Utica-Mohawk and others.

The new emblem also will be used on hang tags, labels, letterheads, brochures and the annual report. Design for the trademark was developed by Fletcher Richards, Calkins & Holden, the company's agency.

Hartman Joins WBZ, WBZA

A. B. (Bill) Hartman, formerly sales manager at WICE, Providence, has been named sales manager of WBZ, Boston, and WBZA, Springfield, Mass. He replaces John O. Gilbert II, who has joined WXYZ, Detroit, as general manager.

TAAN Elects Haberman

William E. Haberman, president of L. C. Cole Co., San Francisco, has been elected national director of the Transamerica Advertising Agency Network.

THUNDERING HERD—*This is part of the throng of 140 treasure hunting Chicago admen and women as, when the gong sounded, they tumbled out of the Ambassador East Hotel and into waiting taxis provided by Crown for the promotion.*

Blase N.Y. Admen Take Hair Down at Crown Treasure Hunt

NEW YORK, June 28—Some 325 normally sophisticated and sedate advertising agency media personnel turned the city into a giant playground last week as they made up as pirates in a department store window, watched a flea circus, did some fancy stepping with dance hall girls, and disrupted the filming of a soap commercial.

The advertising folks participated in this odd round of activities as they searched for clues in a treasure hunt which had $12,000 worth of prizes. Hosts of the royal affair were Crown stations KING and KING-TV, Seattle; KREM and KREM-TV, Spokane, and KGW and KGW-TV, Portland, Ore.

The gala hunt was the third in a series of four conducted by the station group this month. Previous contests were held in San Francisco and Los Angeles, and another is scheduled for Chicago today. Crown has held similar hunts in the past, one of them in New York in 1958.

■ In New York, the media personnel were divided into 65 teams of five each which went on their clue-hunting expedition in taxi cabs hired for the event. Their final clue brought them back to their starting point, Tavern-on-the-Green.

Each team held a combination to one of five safes at the restaurant. One of these safes housed a coveted crown, and the first team to open that safe was the winner. On the winning team, the person selecting the right envelope won top prize, a Volkswagen car, and the others each received color tv console sets. The second team to open the right safe received five mink stoles; third team, air conditioners; fourth team, movie cameras, and fifth team, Polaroid cameras. Door prize was another mink stole.

Jerry Rettig of Grey Advertising Agency was the happy winner of the Volkswagen. Other members of the top team were Gloria Mahaney, J. Walter Thompson Co.; Grace Porterfield, Benton & Bowles; Mal Ochs, Grey, and Dick Olsen, Doherty, Clifford, Steers & Shenfield.

CHICAGO RUNNING OF HUNT ALSO IS LIVELY

CHICAGO, June 29—Some 140 Chicago advertising men and women partook enthusiastically of the Crown stations' hospitality last night and then sallied forth on the Chicago version of the stations' treasure hunt. "This is the top party of the year," said one of the cheerful celebrants.

The winning team, captained by Elliott Johnson (McCann-Erickson), consisted of Larry Claypool (J. Walter Thompson Co.), Lincoln Bumba (Leo Burnett Co.), Dale Arvison (Grubb Advertising) and Francine Goldfine (Arthur Meyerhoff & Associates). #

Olsen Mahaney Ochs Porterfield Rettig

CROWNING GLORY—*These agency personnel are jubilant over their victory in the Crown Stations' treasure hunt held in New York. The winning team includes Jerry Rettig and Mal Ochs, Grey Advertising Agency; Gloria Mahaney, J. Walter Thompson Co.; Grace Porterfield, Benton & Bowles, and Dick Olsen, Doherty, Clifford, Steers & Shenfield.*

NBBB Issues Copy Guide Suggestions for Tanning Ads

NEW YORK, June 29—A list of recommendations for media to consider as a basis for copy acceptability of so-called "tanning" preparations, has been suggested in a bulletin by the National Better Business Bureau after a study of the field.

Following are the recommendations:

1. No claim should imply that these preparations "tan" the skin in a manner similar to the action of ultraviolet rays.

2. No unqualified claims of safety should be made until adequate research and testing have been done.

3. Advertising should not claim unqualifiedly the color produced looks like a "natural tan," or that users can obtain the exact shade desired.

4. Unqualified claims that products made with the staining ingredient present in most of these preparations (dihydroxyacetone) will not stain clothing, should not be made without proof.

5. Products which combine dihydroxyacetone and a sun screening agency, and for which sunburn prevention claims are made in advertising, should have adequate label directions to enable users to prevent burning.

6. Competitive claims of faster action, most natural-looking color, "deeper" shades, best protection from burning, etc., should not be made unless competent clinical data—on complete formulations, not single ingredients—are available to substantiate such claims. #

Automatic Canteen Names FitzGerald Ad Director

William E. FitzGerald has been named director of advertising and sales promotion of Automatic Canteen Co. of America, Chicago.

William E. FitzGerald

For the past 10 years, Mr. FitzGerald has been director of advertising and sales promotion of Automatic Music, Grand Rapids, Mich., which became an Automatic Canteen subsidiary in 1959.

Sony Ad Budget $110,000

Superscope Inc., Sun Valley, Cal., distributor of Sony stereo tape recorders and microphone equipment, will spend $110,000 on an ad drive—primarily in print—beginning late this summer. Magazines on the schedule include *The Atlantic, Harper's, High Fidelity, The New Yorker, Playboy* and *Saturday Review.* A trade program will run in *Audio, Audio Times, Audio Visual Instructor, Broadcasting, Catholic Educator* and *Electronics World.* Weverka & Associates, Beverly Hills, is the agency.

Massachusetts Press Elects

James D. Haggerty, *Woburn Times,* has been elected president of the Massachusetts Press Assn. Other officers include Leonard Wood, *Arlington Advocate;* Allan Adams, *Lexington Minute Man,* and Robert F. Hancock, *Chelsea Record,* vps; Herbert Austin, *Wellesley Townsman,* secretary-treasurer, and Cyrus M. Dolebeare, *Wakefield Item,* historian.

Auto Makers Cut Number of Models in Standard Lines

Five Lines Disappear as Compacts Shrink Bigger Cars' Share of Market

DETROIT, June 28—Fewer models will be offered in 1961 in the medium and top-price auto lines; although not announced formally, this trend is indicative of the tone of the market as selling strategy shapes for the coming model year.

It is quite certain that five series of passenger cars now being offered will not be in production in 1961. This group may be expanded by one or two others.

Disappearing will be one Mercury series, one of the two remaining DeSoto series, one of the two larger Dodges and two of the three Lincolns. This will not completely wipe out any name, but will make some singletons.

■ The compact cars' increasing popularity is the reason for this decision. The higher-price group is now sharing about 25% of the total market as against around 40% a few years ago.

Addition of four new compacts in 1961—three by General Motors and another by Dodge—is expected to make the strain on the higher-price market even more keenly felt.

The Mercury series to be dispensed with reportedly is to be the top-price Park Lane. Mercury may add a shorter wheelbase series, more directly competitive with the conventional low-price standard-size cars. #

Car Manufacturers Plan Early Debuts for 1961 Models

DETROIT, June 28—The tapering off on 1960 model car production this year is due to start earlier than ever, with shutdowns on some Chrysler makes slated for July 15.

All of the car manufacturers are expected to have finished on 1960 cars by September and quite a few new model introductions will come in that month. It is expected that some 500,000 of the 1961 model cars will be built in September.

This is running nearly a month in advance of the usual schedule, partly but not entirely due to the wish of all manufacturers to be in full gear for 1961 before the National Automobile Show, which will open in Detroit's new Cobo Hall on Oct. 15. President Eisenhower will be a show guest and speaker at a dinner Oct. 17.

■ Major reason for the early introduction of 1961 models is the wish for a running start into the 1961 selling market, which is expected to break records in a wave of hot competition, including a deluge of compact cars.

The first Chrysler cars to go down probably will be the company's slow sellers. Through June 18 only 15,389 De Sotos were manufactured, as against 29,440 for a comparable period last year. Chrysler maintains it will continue the DeSotos but educated guessing is that the 1960's will be the last.

As for the luxury car, Imperial, Chrysler has made only 7,940 so far this year, as against 11,232 in the same period of 1959, but this car no doubt will continue to come forth as the company's contribution to finer living.

Dodge, Chrysler's strongest seller, with 219,571 made up to June 18 as compared to 91,178 in 1959, will not shut down quite so early. Its Dart model, Seneca, accounts for more than 35% of the Dodge line, and the three Dart models are getting 85% of all Dodge sales, according to M. C. Patterson, Dodge general manager.

■ It is true that the combination of Plymouth and Valiant outnumbers the Dodge line in production, 280,619, to rank third in the industry as of June 18. Valiant has 141,410 made as against Plymouth's 139,209.

Valiant is the only compact to outproduce and outsell its larger companion. Ford's highly successful Falcon has produced 247,210 units as against 535,574 conventional Fords. Chevrolet has made only 140,103 Corvairs as against 910,540 regular-size cars. The GM division is substantially ahead in the production race nearing mid-year, with 1,050,643 to Ford's 782,-784.

Chevrolet made its 1,000,000th passenger car for the calendar year June 9, which was 34 days ahead of the old mark of July 19, set in 1955. Of the first 1,000,000 Chevrolets, about 14% have been Corvairs.

Plymouth, however, is staging a sales spurt of late, hitting a rate of 1,565 new cars a day in the first 10 days of June, and up 22% from the same period in May, according to Harry E. Chesebrough, general manager. Total retail deliveries of 215,465 Plymouths so far this year marked the best such period in the last three years.

■ Ford is bragging about its compacts, the Falcon and the Comet, as outselling all foreign makes combined up to June 1. Total import sales for the first five months of this year are estimated at about 230,000 units and the two Ford entries chalked up 239,900 sales, although Comet was not introduced until March 17.

The Comet is probably the hotter seller of the two. Demand for it had the dealers down to a 14-day supply of cars May 31, which was the lowest inventory of the industry. The average inventory for the auto business is 46 days' supply.

The new car inventory in the nation is expected to stand around 1,100,000 on July 1, which will be the high point. It will go down steadily from that time until it reaches about 350,000 when the first of the new 1961s hit the market in early September.

■ As to what the new cars will look like, it is almost certain that the trend against bright work that became quite pronounced last year will continue. Auto suppliers for chrome trim are having hard going. One, Peninsular Metals Products Corp. in Detroit, last week announced it was closing its automotive parts operation after catering to the industry for 37 years. This company had peak sales of some $24,000,000 in 1957, last year had only $16,900,000 and a small net loss on that.

Another omen of less face lifting and flash came recently from George Romney, who spoke for his exceedingly healthy American Motors, in decrying such changes for appearance sake. It is Mr. Romney's conviction the annual model change for change sake alone is a detriment to the industry and eventually will disappear.

Allen, Sheahan Join Ayer

N. W. Ayer & Son has appointed Charles R. Allen and Garrett J. Sheahan to its Chicago staff as account representatives on Caterpillar Tractor Co. Mr. Allen formerly was with Compton Advertising. Mr. Sheahan formerly was an account executive with Foote, Cone & Belding.

Thrush Boochever Meeker

NOW IS THE HOUR—*Some 75 friends turned out for a party honoring the retirement of Harry R. Meeker, advertising production manager of Colgate-Palmolive Co., after 50 years with the company. Here, Mr. Meeker watches a pitch from two printing men, Donald Thrush, Thrush Press Inc., and S. Paul Boochever, Interstate Boochever Corp.*

Compacts Are Safe, AMC Exec Replies; Cites Insurance Rate

DETROIT, June 28—The terming of compact cars as "unsafe" and a "nuisance" by Michigan's highway commissioner John D. Mackie (*see story on Page 17*) drew a strong reply this week from Roy Abernethy, vp of automotive distribution and marketing for American Motors Corp., which is still leading the parade in selling compacts.

"In the matter of compact car safety, 400 major U. S. insurance companies do not agree with Mr. Mackie," said Mr. Abernethy. "They offer 10% lower rate for compact cars, specifically on the basis of their greater safety and lower collision repair costs.

"Mr. Mackie may not be entirely clear as to what a compact car is. The original compact, the Rambler, was not designed simply as a smaller and more economical car. The goal was a balance between big car and smaller car benefits.

"Our compact interiors are as large as the average big car, and such factors as relative power, headlight and seating arrangement, etc., do not differ significantly in any degree. The big size differential is in the elimination of extensive front and rear overhang which reduce vision and decrease handling ease.

■ "He says 3½' is the minimum desirable driver eye level. It is 4' in the Rambler," went on Mr. Abernethy. "He says the compact headlights are too close together. Many trucks on Michigan highways have headlights less than 54" apart. Some large cars use a width of only 52". Our standard compact Rambler headlight is 58".

"In any event, the consumer is the real umpire. And despite Mr. Mackie's comment that he doesn't think the compacts will take hold, the consumer is casting his ballot in increasing numbers for the compact car. It is now taking better than 25% of the business against about 10% a year ago, and will be taking 50% of the total by next year." #

Burnett Boosts Whiting in Canada, Three in Chicago

Leo Burnett Co. of Canada has named Howard E. Whiting vp and manager of its Montreal office. Mr. Whiting has been with Burnett in Toronto since 1957.

Burnett also has promoted three men in Chicago to account supervisors. They are John C. Ianiri and William S. Robinson, formerly account executives and brand supervisors, and Charles Jones, formerly an account executive.

Four A's Invites All Agencies to Follow Copy Code Standards

The American Assn. of Advertising Agencies, New York, has invited all agencies in the U.S. to agree to follow the standards as set down in the Four A's copy code and the interpretation of that code recently made to cover specifics relating to tv. These standards already have been endorsed by member agencies of the Four A's, the tv networks, the AFA and the NAB tv code review board.

In January the Four A's set forth a special interpretation of the copy code relating to special problems in tv. This document reminded agencies that their clients, the advertisers, are guests in the viewer's home, warned against misleading claims, either directly or indirectly, and advised against the use of irritation as a tv advertising attention getter. The Four A's asked non-member agencies to write to the association at 420 Lexington Ave., New York, and indicate their agreement to subscribe to the code and its tv interpretations themselves and to seek to promote the code's acceptance by their clients.

Williams Joins Blackhawk

Winston C. Williams, formerly vp, public relations division, Klau-Van Pietersom-Dunlap, Milwaukee, has been named to the new post of marketing services manager of the Blackhawk automotive division of Blackhawk Mfg. Co., Milwaukee. He will be responsible for over-all administration of advertising, merchandising, public relations, market research and sales administration. Blackhawk also has named Thomas G. Burr, formerly with J. I. Case Co., marketing manager, lifting equipment, a new post.

A Note on the Perils of Publishing

A house ad for Advertising Age featuring the readership statement of William B. Fors appears elsewhere in this issue.

The insert of which this ad is a part was printed several weeks before Mr. Fors resigned his post as director of advertising for Bissell Inc. (AA, June 13).

Ad Age regrets any embarrassment which may be caused by the appearance of this house ad at this time, and hopes all concerned will appreciate the perils of publishing where printing inserts long in advance of usage is concerned.

MORE THAN 33 HOURS of LOCAL programming EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

WOC TV channel 6
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Bruce C. Sanders
SALES MANAGER Pete Shaffer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES
NBC

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 — 48,389

HELP WANTED

PHOTO RETOUCHER

Position now open for experienced mechanical photo retoucher in well established midwest studio, serving both advertising agency and graphic arts. Excellent working conditions. Starting salary $6,240. Please write fully stating marital status, experience, etc. references.

Box 3848, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AAAA AGENCY ART DIRECTOR

wanted—must be experienced advertising man and creative artist. Salary, profit-sharing. Call or write **Paul Staedtler, ARTHUR TOWELL, INC., P.O. Box 104, Madison 1, Wis. Phone ALpine 6-2668.**

BARNARD'S

A Specialized Placement Service
ADVERTISING PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write —
Miss Barnard Mr. Pollard
WA 2-2306 220 S. State St., Chicago 4

DIRECTOR OF ADVERTISING AND SALES PROMOTION

Do you fit this picture? Executive with creative imagination, sales oriented vocabulary, administrative ability, shirt-sleeves energy. Established Chicago industrial company, growing fast, needs team man, 28-38, with understanding of complete marketing function. Salary open. State your requirements and spell out your qualifications.

Box 3854, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TIRED OF ULCER AVENUE?

Here's your chance to join another ad man who made up his mind to get out . . . and did! Fresh air, drive to work, your own boss, no clients to tuck in bed. Paradise! Building and developing in lower Connecticut is the business. Capital required up to $35,000. Write today and learn how to see more of your family and live longer.

Box 3855, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER—for well-rated, 15-man Chicago agency. Need fluent writer, seasoned in mail order or direct selling copy. Salary open. Send complete resume, please.

Box 3857, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MID-WEST AGENCY
ACCOUNT EXECUTIVE WANTED

who is dissatisfied with present connection and wants thoroughly proved industrial agency facilities (proved over 27 years and growing fast) and who controls at least $200,000.00 in business. Give full details on experience, types and number of accounts, where located, etc.

Box 3856, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO THE A. E. WITH SOMETHING BESIDES TIME TO KILL

Small midwest agency (AAAA) with big reputation for good work seeks sharp A.E. who likes to sell as well as service. We would like a man with more than time to kill or a collection of anecdotes; prefer a guy who has a couple of good accounts in the hand, and is willing to beat the plentiful bushes in these parts for more business. Attractive proposition to right man. Bonus plus: small, convivial shop located in one of nation's most pleasant communities where good living really exists. Write today.

Box 3858, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ELECTROTYPE SALESMAN

Reliable Chicago Electrotype Producer has opening for salesman full or part-time. Agency or publication contacts desired. Liberal comm.

Box 3803, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. manager ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

MEDIA TRAINEE (MALE)

Chicago advertising company is interested in a college graduate with marketing and statistical courses to train in the Media Dept. embracing both commercial and industrial fields. Excellent salary and unlimited potential.

COOPER PERSONNEL
7 W. Madison St. Central 6-7977

Manager for advertising and promotion department of cosmetic manufacturer with national distribution. Supervise department of approximately ten people. Cosmetic promotion experience necessary. Write

Box 3859, ADVERTISING AGE
630 Third Ave., New York 17, New York

LAYOUT ARTIST

This man should have had agency experience. Versatility in handling food, industrial, agricultural and institutional advertising would be helpful. He should have self-management and organizational ability and know the basic demands of good advertising. His experience should include art direction and art buying. He should have a thorough knowledge of the various reproduction methods. The layouts which he produces should be crisp and clean, and he should be conversant with modern art trends. We are a medium-sized 4A agency, located in the Midwest, offering complete agency service. If you qualify, please furnish complete resume, along with salary requirements.

Box 3860, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT SUPERVISOR

We are in need of an account supervisor who has had solid account experience and possesses basic marketing know-how. He should have been successful in new business solicitations, including the preparation and making of presentations. He would be expected to counsel and advise other account men in planning and handling client work and have the necessary leadership qualities to get things done through others. We are a medium-sized 4A agency, located in the Midwest, offering complete agency service. If you qualify, please furnish complete resume along with salary requirements.

Box 3861, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Small, cracker jack advertising art studio looking for advertising agency to help service accounts in general complete art service. Write

Box 3862, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

MAGAZINE SPACE SALESMAN

Experience. Recent aviation background. $10,000 + **TIMELY PERSONNEL AGENCY 507 Fifth Ave. New York 17, NY Mu2-6753**

HELP WANTED

MAN OF MANY HATS
FOR EXPANDING SUBURBAN AGENCY

Experience in industrial advertising including some electronics essential. Should have a min. of 10 yrs. in copy-contact, plus knowledge of distribution, research, production and media. Agency is located in superb living area, 40 miles from NYC with excellent recreation facilities, good schools and other family advantages. Agency is nationally recognized, offers all basic services, plus publicity and tech. writing, has fully manned art and production depts. Investment opportunity offered. The right man must be able to partially finance self for a period of six months. Send detailed resume, samples of work, references.

Box 3863, ADVERTISING AGE
630 Third Ave., New York 38, New York

POSITIONS WANTED

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials. Contact—

T. J. McLOUGHLIN MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

COPY COMMUNICATOR

Industrial background—ads & collateral material. Decade in advtg. Early 30's. Seek agency or mfg. co. in Chicago area.

Box 3865, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING—SALES PROMOTION DIRECTOR

Seasoned woman now in like capacity with brand name company (past includes high-fashion home furnishings, retailing, agency background) seeks more rewarding responsibility. New York preferable but foreign connection especially alluring as representative of American products and marketing techniques. Five figure income.

Box 3866, ADVERTISING AGE
630 Third Ave., New York 17, New York

AD-LAYOUT

Experienced ad man. Consumer, business, trade, collateral. Agency. Relocate. Resume.

Box 3876, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE LAYOUT MAN & A.D.

Has 8 years exp.-retail & industrial agency. Good creative & administrative background.

Box 3868, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE-LANCE COPY/LAYOUT KEYLINE

Two highly creative men exp. in studio & agency. Fast low-cost service. Chicago area.

Box 3869, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MIDWESTERN AREA ONLY

Dependable, seasoned pro with successful 16 yr. record two 4A's . . . still with No. 2 as VP . . . wishes return to Midwest permanently as AE or Adv. Mgr. Capable, versatile self-starter, strong on ideas, copy, planning, follow-thru . . . industrial, consumer, direct mail, mail order, publicity. Univ. grad., salary $12,000. In Chicago area for interviews July 12-22.

Box 3870, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Chicago executive experienced all aspects metro newspaper work seeks agency or company opportunity. 34

Box 3871, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FELLOW COPYWRITERS
A LITTLE HELP, PLEASE!

Young gal copywriter needs job leads. Chicago agency exp, college grad, Trojan worker. Know of spot for me? Write:

Box 3864, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WANT COLLEGE-BRED ANNOUNCER? for Radio, TV., Inter-comm., recordings or special events? Tall, personable, former head of college drama dept., has translated and produced French plays. Can prepare own script if desired. Sober, reliable, industrious.

Box 3855, ADVERTISING AGE
630 Third Ave., New York 17, New York

Help! Fire Blazing—College Graduate with burning desire to enter advertising world having difficulty finding a position. Lack of experience ADDS fuel to the flames, but thirst to learn and ability to do a job well promise to bring the situation under control. Potential extinguishers. Write

Box 3872, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

SPACE SALES REPRESENTATIVE

To represent trade association food publication, New York and New England area. Tremendous potential with existing accounts and new advertisers. Compensation on straight commission basis. Interview will be arranged in New York City. In reply please list food advertising experience and magazines you presently represent. Write

Box 3873, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES AVAILABLE

REPRESENTATIVE AVAILABLE

Top background in sales and management. Years of experience—a wealth of close contacts in Midwest, Detroit and Mich.

Box 3820, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DON HARRIS DOUBTS . . .

that this holiday issue is one with which to catch the eyes of all the creating, marketing, account-handling, researching and other ad men he needs. But maybe the extra day is your chance to write him—if you've been putting it off.

DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

CREATIVE DIRECTOR

Creative ability plus administrative experience. Supervise copy, art, and radio-TV departments in leading Midwest agency outside Chicago. Each department staffed with its own director. You will expand the creative scope of all three departments, coordinating agency talent and outside art, photographic, and film sources. Must be able to work well with clients. Our employees know of this ad. Write, giving complete details and salary requirements. Box 274, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Agencies . . Ad Managers . . Art Studios:

GOT A **HOT** JOB
THAT NEEDS COPYWRITING?
Douse the fire quickly, expertly, with part-time advertising aid!
***Call* HOLDEN**
NA 2-6355 (Chicago)

SALES PROMOTION MANAGER

Substantial power tool manufacturer in Chicago suburb. Excellent opportunity for man with successful background in consumer/industrial power tools and hard lines promotion. Heading sales promotion department of this expanding conservative firm, you will be directly responsible for all promotional and collateral materials, including some technical writing, catalogs, and sales literature. Responsible to sales VP for national ads, display, publicity done by ad agency. Age 35-40. Starting salary in five figures. Ad agency to screen all applicants. All replies held in strictest confidence. Send resume, salary requirements, small photo to:

Box 278, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

TO A WRITER OF ADVERTISING WHO WANTS TO WORK IN LOS ANGELES:

You may want to work here because, like the future, Southern California lies ahead; or because you think (we believe, correctly) that there's a need for, and appreciation of, effective, inventive advertising out here; or because of the climate—figuratively or meteorologically.

Whatever your reason, write or call us if you've had at least 5 years' experience as a writer in an agency. You've worked in a variety of consumer accounts, with experience on petroleum or automotive products. In addition to your talent and experience as a writer, we hope you're articulate and like to work closely with an art director and account service people.

We are a major 4-A agency with headquarters in Los Angeles and with a very diversified list of clients, both national and regional, and will provide you with exciting and stimulating associates in the creative department. We'll hold your interest in strictest confidence. Write or call **Brian Harvey, Creative Director, Hixson & Jorgensen, Inc., 3540 Wilshire Blvd., Los Angeles 5.**

Advertising?
Be a Four-Millionaire!

Amass wealth — seize unique opportunity to influence an estimated *four million New Englanders* with over a billion dollars to burn this summer alone. How? Simply refer your product to WBZ-Radio. WBZ has the distinction of being the only single media buy which can possibly get to all the people there. Over hill and dale, up mountains and down valleys and all along the shore, scores of vacationers await the happy sound of WBZ music and news . . . and WBZ weather-traffic-and boating reports . . . before they recklessly spend their money. So be a devil. Let WBZ carry your message to their innocent ears.

VERSERVICE

Whatever the product,
Whatever the purse,
You see it in sales
When you say it in verse.

Advertising jingles, brochures, announcements written to order by professional light versifier.

Box 273, Advertising Age, 630 Third Ave., New York 17, New York

TOP-DRAWER OPPORTUNITIES!

T/V RADIO EXECUTIVE to $30,000+
Must possess solid ad agency history in time, talent and program contract negotiations and related business operations. Will head sizeable broadcast administrative division as vice president. Midwest 4-A agency.

ASSOCIATE CREATIVE DIRECTOR to $27,000+
Heavy experience at national level in T/V-Radio on "blue-chip" accounts. Must know production phases and be a capable supervisor of writing staff. Midwest 4-A agency.

ASSOCIATE MARKETING MANAGER to $18,000
Must have specific history in automotive after-market products, such as anti-freezes or cleaners & polishes. Midwest 4-A agency.

SENIOR COPYWRITER to $20,000
Versatile experience in print & T/V-Radio on consumer products such as food, beverages and/or hard lines. Midwest 4-A agency

SENIOR COPYWRITER to $15,000
Must be versatile in print & broadcast media and have specific product exposure in toiletries and/or beauty aids. Midwest agency.

If qualified and interested, contact me in confidence.

GEORGE E. PYLKAS
Manager-Advertising Division
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. · Chicago 2
FI 6-9400

SPACE SALESMAN — EAST

We need a salesman to cover the eastern territory for our well-established electrical magazine. We need a man under 40 with heavy space sales experience, who can sell us first—on his desire, sales ability, industry, and intelligence.

This is an outstanding opportunity for an outstanding man. Ours is a small firm and the territory now open offers great potential. Compensation will be high by all standards and will include salary, incentive commission, and expenses.

Write to us in confidence and we will arrange to meet with you.

Box 280, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION

We have an *immediate opportunity* for a mature man with a solid background in sales promotion! This man—or woman—will step in and take over the sales promotion program for our Affiliated Companies. If *you* have four or more years of practical experience in sales promotion or advertising, and *some* experience in house organ editing and composition, why not tell us about it! Insurance background would be helpful but not absolutely necessary.

The right person will command an excellent starting salary, plenty of fringe benefits, and an unparalleled opportunity to move ahead in the advertising and sales promotion field.

Direct your response to:

PERSONNEL DEPARTMENT
BANKERS LIFE & CASUALTY COMPANY
4750 NORTH KOSTNER AVENUE
CHICAGO 30, ILLINOIS

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

SPACE SALESMAN
Well known technical publication has opening for space salesman in Cleveland area. Young. Some selling experience desirable. College degree. Salary, expenses, commission and outstanding benefits. Send resume in confidence.
Box 279, Advertising Age.
630 Third Ave., New York 17, N. Y.

CHICAGO AGENCY WANTS CREATIVE COPYWRITER
The man we want is probably now working for an advertising agency in Omaha, Des Moines, Minneapolis, Toledo, or some other midwest city. He is very likely about 28 to 30, with 5 or 6 years of copywriting behind him. He's been well schooled in advertising know-how, with the bulk of experience in consumer goods. He is strong in radio and television, but has a working knowledge of graphic arts copywriting. Above all, he is an advertising man with respect for ideas that sell. He feels that he has matured and grown, and that his present work no longer offers the challenge he is capable of meeting. He would be interested in a move to Chicago and an association with an alert, growing, medium size agency whose clients are primarily in the consumer field. He would appreciate an agency whose growth is rooted in a reputation for being creative, even daring at times. Salary is open. On first contact, please send a brief letter. We'll probably ask for samples and further information later.
BOX 276
ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PUBLISHERS REPRESENTATIVE SOUTH AND TEXAS
Well known and established representative, can carry one more good publication. Trade or consumer with definitive possibilities. Regular visits to 12 States. Box 277, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

Our 49th Year
COPYWRITER—industrial exc. opptty growing agcy $8-10,000
EDITORIAL WRITER, under 30 public relations experience 6,500
PROD. ADV. MGR.—food bkgrd familiar with agcy practice 10,000+
CREATIVE PROMOTION—Sales type Intangibles, not products 10-12,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1082
182 NORTH LaSALLE STREET, CHICAGO 1, ILLINOIS
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

Our sole senior just won't get off his
Our account selling co-founder has retired from this small (12 people) industrial agency. The remaining senior can rarely be stirred from the countryside, his comfortable chair and copy board. We're interested in combining our talents, excellent working facilities and heavy publicity-SP-ad copy backgrounds with the selling and account development energies of one or more account supervisors. Write P. O. Box 272, Sparta, N. J. or phone Dupont 3-3472, evenings, week-ends.

FOR EXECUTIVES ONLY
- Sr. & Jr. Account Executives
- Marketing & Market Research
- Copy Writers
- Public Relations

Positions now available from $5,500 to $62,000
DRAKE PERSONNEL, INC.
29 East Madison Bldg. • Chicago 2, Illinois • FInancial 6-8700

Exceptional Office Space in Chicago!

Sq. Ft.	Floor	Avail. Date
12,855	2nd	Sept. 1
12,855*	3rd	Oct. 1
3,100	5th	Now
640	5th	Now

*will divide

100 E. OHIO ST.—*IN THE HEART OF THE NORTH MICHIGAN AVE. DISTRICT*
Air Conditioned . . . . Fluorescent Lighting
- All space daylighted
- Numerous private offices
- New automatic elevators
- Asphalt tile floor
- Acoustical ceilings
- Excellent parking facilities
- Restaurant in building
- Unexcelled transportation

Call Mr. W. B. Snowhook
BROWNE & STORCH, INC.
919 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-7373

Segal Lockwood Kowall Grauman

ART A LA CARTE—*Chicago agency art directors were guests at an art and photography exhibit and a buffet supper last month by Robert Snyder & Associates. On a tour of the exhibit were Morris Segal, exec vp, and Roger Grauman, both of Snyder; Dave Lockwood, vp and art director, D'Arcy Advertising Co., Chicago, and Gene Kowall, vp and art director of D'Arcy, St. Louis.*

JOHN E. FLEISCH

CHICAGO, June 28—John E. (Jack) Fleisch, 56, veteran Chicago adman and former senior vp of Erwin Wasey, Ruthrauff & Ryan, died of a heart attack in his home June 16.

Mr. Fleisch was associated with EWRR for nearly 14 years before his resignation last year, when he left to join Stewart, Buthman & Borom, manufacturers' representative.

Prior to joining EWRR, Mr. Fleisch was advertising manager of A. Stein & Co., foundation garment manufacturer, for 13 years, and he also worked for Chicago Paper Co. in its sales promotion department.

SARAH M. KERNEY

PENNINGTON, N. J., June 28—Mrs. Sarah M. Kerney, 83, president and publisher of the *Trenton Evening Times* and the *Trenton Sunday Times-Advertiser*, died at her home here June 18. Mrs. Kerney had headed the papers since the death of her husband, Judge James E. Kerney, in 1934.

KENNETH B. BACKMAN

NEWTON, MASS., June 28—Kenneth B. Backman, 65, who had been manager of the Better Business Bureau of Metropolitan Boston for more than 30 years prior to his retirement a year ago, died June 18 of heart failure.

Mr. Backman, a pioneer BBB leader, introduced many of the first codes and standards for advertising and selling; a number of these were compiled and published in book form in 1932. Called a "Guide for Retail Advertising & Selling," it is a publication of the Assn. of Better Business Bureaus.

HARRY J. WINSTEN

FORT LAUDERDALE, June 28—Harry J. Winsten, 84, who worked in advertising for more than 50 years, died here June 17. Mr Winsten, who had lived here since he retired 15 years ago, founded Winsten & Sullivan, a New York agency, in 1922. He sold the agency several years later and subsequently worked in five other agencies. He handled the Ruppert beer account in three of them.

JAMES S. CARROLL

FRESNO, June 28—James S. Carroll, 35, manager of Radio Station KYNO, was fatally injured June 18 in a two-car collision here, in which six other persons, including Mr. Carroll's wife, Leslie, were hurt.

DAVID CRAWFORD

VANCOUVER, June 28—David Crawford, 73, vp of J. J. Gibbons Ltd., died here June 15. He was active almost up to the time of his death.

Mr. Crawford began his career selling display copy for the old *Vancouver World* and was later named advertising manager. In 1918, he formed Crawford-Harris Advertising Agency, which merged with J. J. Gibbons Ltd., in 1933. At that time Mr. Crawford was named vp and manager of Gibbons' Vancouver branch.

CHARLES C. CURTIS

ALLENTOWN, PA., June 28—Charles C. Curtis, 66, advertising director of *Call* and *Chronicle*, died in Sacred Heart Hospital here, June 24.

Mr. Curtis joined the *Morning Call* in 1922 as advertising director, a position he held until his death. A retired major general of the Pennsylvania National Guard, Mr. Curtis was a member of the National Advertising Executives Assn. and the Poor Richard Club of Philadelphia.

SCREENED PRINTS
. . . all ready for your paste-ups.
Fast, economical way to make fine engravings from continuous tone artwork! Perfect for making stunning high-light or drop-out halftones from fluorographic art — just like the girl in this ad.
Rush jobs? We give overnight service to anywhere in the U.S.A.
Also — rock - bottom prices on zinc, copper, magnesium engravings . . . 3- and 4-color process. Offset negatives for all requirements. Complete mat and stereo facilities.
Send for special price list.
SERVICE ENGRAVING
541 FIFTH AVENUE • DES MOINES 9, IOWA

Big Results
from a low-cost classified ad.
You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 177,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.
Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____
My Name_____
Street_____
City_____ Z State_____

Clip and mail this form to:
THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Networks Tune Up as Curtain Time Approaches for Big Political Show

CBS Relaxes Happily with Westinghouse as NBC Faces Commercial Juggling

NEW YORK, June 30—Last-minute preparations are in progress for the biggest political show on earth, the double feature which starts soon in Los Angeles and resumes a couple of weeks thereafter in Chicago.

Almost as busy as the politicos themselves are the admen, copywriters, producers and performers who are getting commercials ready for the intermission breaks at the Democratic and Republican national conventions.

This being a year when politics was very hard to sell for two out of three tv networks, there will be a wider variety of commercial wares than usual on display. Unable to sell the conventions and elections in totality or in big segments, NBC-TV has put together a crazy-quilt pattern of sponsorship that will make room for commercials for Lipton tea, Brown & Williamson's Kentucky Kings and Belair cigarets, Goodrich tires, *Look* and Field Enterprises for World Book Encyclopedia nationally and the *Chicago Sun-Times* and *Daily News* in Chicago.

On NBC Radio, Burroughs Corp. will share time with advertisers—the station's choice of local, national or regional—sold locally by the affiliates.

■ Lucky CBS has a single sponsor for the run of both conventions, some campaign coverage and the election night returns. But that single backer, Westinghouse, will use its time to talk about scores of products and services ranging from Dogmatic, a hot dog cooker, to Westinghouse's role in the building of the Polaris missile.

At this late date, ABC has only one tv client, 20th Century-Fox Film Corp., which bought one twelfth of the package to promote two feature movies. Stations will probably be permitted to sell at least part of the unsold time on ABC-TV.

NBC Juggles Sponsors

The biggest juggling dilemma will be NBC-TV's, which will try to rotate its participating advertisers so that the best positions will be shared fairly. When the commercials are scheduled, of course, depends on the running of the business of the convention, which cannot be interrupted. The blueprint calls for six minutes of commercials per hour; in some cases there will be two minutes of commercials back to back. There is no prohibition against a single advertiser featuring two products in his minute commercial if he wishes.

■ Thomas J. Lipton Inc. and its agency, Sullivan, Stauffer, Colwell & Bayles, persisted until NBC agreed to let them present most of their commercials live. They think this will help them do a better job of putting across the soft-sell story of iced Lipton tea. Live commercials, it was noted, will help the advertiser take advantage of the immediacy factor.

Eddie Albert, the Lipton spokesman for these programs, will be on hand at both conventions to ad lib his way into the commercials for Lipton. The transition from the business of the conventions to the written commercial will be pretty much up to him. Mr. Albert will advise viewers to "refresh with a pitcher of pleasure."

■ B. F. Goodrich Co., through BBDO, will feature its new premium tire, H-T Silvertown. Approximately ten new film commercials have been readied for rotation at the conventions. They show action shots of the tires in use, with announcer Lee Stevens as narrator. They incorporate a brief jingle to put across the claim: "B. F. Goodrich H-T Silvertown doubles your tire dollars."

Dealers will get co-sponsorship billing for the Goodrich portion of the telecast. The last ten seconds of each of the tire company's commercials will be devoted to dealer credits. These credits will be made through local cut-ins of slides listing the names of cooperating dealers. Several thousand dealers will participate in the campaign.

■ Brown & Williamson will use its time on the nominating conventions and election night to boost the stock of its two newest cigaret brands, the menthol Belair and the all-tobacco filter, Kentucky Kings. Ted Bates & Co. is the agency for both brands.

Belair will take the air with a batch of about 12 films that will be rotated. These were not tailor-made for these special shows; most of them will have been aired before the Democrats or the Republicans get together for their big decisions.

■ Belair will advise viewers of all political leanings "to breathe easy, smoke clean with new Belair." An off-camera voice will give the pitch while the camera focuses on such cool sights as a boy and girl surfboarding in Hawaii.

■ Kentucky Kings, which this week started showing up on B&W's network vehicles, will use tape and film sales messages. These commercials will combine live action and animation—the latter to show the shredded tobacco that is used in the all-tobacco filter that this company claims filters without altering the tobacco taste. Two or three repeats of each commercial are expected.

■ There should be relatively little repeating in the case of another NBC participating sponsor, *Look*. McCann-Erickson will have 20 to 30 commercials in the can by the time the curtain goes up in Los Angeles on July 11. *Look* bought into the conventions only and did not sign for election night coverage as well.

The *Look* films will combine live action and animated still photos from the magazine—a technique which should dramatically demonstrate *Look's* principal stock in trade, pictures. The sponsor's spokesman in this case will be Dan Mich, editorial director of the magazine.

Westinghouse & Betty Furness

Westinghouse will have all the network time on CBS to itself for radio and television. To keep the tv commercials tied in with the excitement of the occasion, veteran spokeswoman Betty Furness and Fred Davis, a CBC graduate, will present their sell live from a set just a few paces away from the network's anchorman, Walter Cronkite. Miss Furness' young daughter, Betty Green, will participate in some of the commercials.

Ketchum, MacLeod & Grove is the coordinating agency for the appliance company on these shows. This agency is readying about 20 different corporate commercials featuring the company's work in research and defense. They will range from new washing machine concepts to missile development to leadership in broadcast programming by the Westinghouse stations.

■ Grey Advertising will prepare ads for tv sets, radio sets, hi-fi and stereo. Commercials, placed through McCann, will feature Laundromats, dryers, refrigerators, room air conditioners, Dogmatics, electric can openers, electric heating and one "Total Electric Home."

The Westinghouse commercials will run approximately 90 seconds each. In the past, Westinghouse has not used the maximum amount of time allowed under the industry code—that is, six minutes. At the past two conventions carried by the company, there were 2.3 commercial breaks per hour for an average of 3.45 commercial minutes per hour.

■ Like the bulk of CBS's convention coverage the commercials will be handled separately for each medium, though virtually the same subjects and products will be covered on radio and tv. Some of the taped radio commercials will feature Actor Melvyn Douglas. And there will be pre-recorded commercials with Miss Furness. But here too Westinghouse hopes to get some of the live flavor and excitement of the big doings into the sales breaks; there will be a live radio studio available for the use of the Westinghouse announcers.

New Movies & ABC

20th Century-Fox Film Corp. bought one-twelfth of the ABC-TV convention and election package. The movie studio will use the minute it gets every two hours to plug two new films, "On the Terrace," with Paul Newman and Joanne Woodward, and "The Lost World," with Fernando Lamas and Michael Rennie. Viewers will be shown trailers from the movies in hopes they will be enticed to go out to a theater to see the rest.

There will be six commercials scattered in the conventions for Du Pont automotive waxes, polishes, sponges, etc. Du Pont chose to leave in its regular show commercials, which normally would have been pre-empted by the conventions.

At any rate, come what may, there's bound to be a hot time for politicians and some admen all during the frantic month of July and right up through election day.

Corcoran Joins Kaiser

Michael Corcoran has joined Kaiser Aluminum & Chemical Corp., Oakland, Cal., to direct advertising and market promotion for consumer foil products. He formerly was vp and manager of the Palo Alto, Cal., office of Hal Stebbins Inc., where he directed the Lockheed missile and space division account.

ARENA—*This ad in the July 4 Life invites the public to tune in on Westinghouse's tv and radio coverage of the conventions and political campaign.*

Westinghouse Alters Trademark; Launches 'New Yorker' Series

PITTSBURGH, June 28—Westinghouse Electric Corp. has redesigned its trademark for the fifth time in its 74-year history and will use the launching of its sponsorship of the political-convention coverage to introduce it to the nation.

The design will still be that of the underlined W in a circle adopted in 1940, but the W has been streamlined. The dimensions of the letter have been slimmed down, and three solid small circles have been added to the peaks of the W. The word "Westinghouse," which appears with the logo in advertising, has also been changed to conform with the logo.

■ The new trademark will appear on the Sunday night, July 10, pre-Democratic-convention show Westinghouse will sponsor on CBS-TV. It will appear in an animation spot, with the elements of the trademark circling about and finally coming together to form the W.

The new trademark will start appearing in all Westinghouse ads, with a page in the July 4 *Life* promoting Westinghouse's convention coverage.

BIG W—*The new Westinghouse symbol is shown in the lower half of the picture. The earlier version, in use since 1940, is at upper right. It superseded the trademark at the left.*

The company is also starting a new advertising campaign—a departure from its usual advertising—with a series in *The New Yorker* starting in July.

Carrying the theme, "Things we know about tomorrow," it will be illustrated with abstract-design art and will present the "getting ready for the future" aspect of Westinghouse.

$3,000,000 TO BACK 'TOTAL ELECTRIC HOME'

PITTSBURGH, June 28—Westinghouse will back its "Total Electric Home" sales assistance program for the building industry and electrical manufacturer with a $3,000,000 program during 1960.

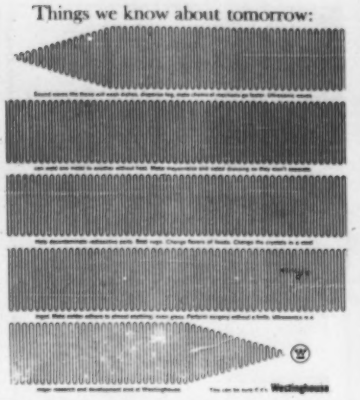
The new program is 20% greater than the 1959 effort and will include a broad "package" of home plans that have been custom designed for electric living.

■ The program includes the building of 16 model homes to show people how any kind of home can be totally electric.

The Edison Electric Institute, which represents private electric utilities, has adopted the project name and combined it to promote the "Total Electric Gold Medallion Home" during 1960. #

Hall Joins Robert B. Kane

James A. Hall, formerly a designer with Columbia Records, has joined Robert B. Kane Advertising, New York, as an art director.



DIFFERENT—*The company departs from its usual ad format with color pages like this one, which will appear in the Aug. 6 issue of The New Yorker.*

Cristal-Represented Stations Talk Radio With Auto Companies

DETROIT, June 29—Sixteen radio stations, located in all parts of the U.S., held a three-day conference here with members of the auto industry and their agencies to discuss radio's role in auto advertising.

Host was Henry I. Cristal Co., which represents the stations.

The stations discussed principles and ethics of broadcasting, market data, radio's acceptance and its benefits to the auto industry.

Representatives from General Motors, Ford, Chrysler and American Motors and their agencies attended the conference.

Stations involved were WJR, Detroit; WAPI, Birmingham; WBEN, Buffalo; WGAR, Cleveland; KDA, Denver; WTIC, Hartford; WDAF, Kansas City; KTHS, Little Rock; KFI, Los Angeles; WHAS, Louisville; WTMJ, Milwaukee; WHAM, Rochester; WGY, Schenectady; KWKH, Shreveport; WSYR, Syracuse, and WTAG, Worcester, Mass. #

Lundgren Named Ad Head of Rockford Dailies

Richard G. Lundgren has been promoted from retail advertising manager of the *Rockford Star* and *Register-Republic* to advertising director, a new post which includes direction of the three principal ad departments—retail, national and classified. Kenneth J. Nattrass, formerly classified ad manager, has been named assistant advertising director.

Richard G. Lundgren Kenneth J. Nattrass

Mr. Lundgren first joined the *Rockford Republic* in 1929. After a period as a student at the University of Illinois and a salesman for WROK, Rockford, he rejoined the newspaper and was promoted to the national ad department in 1938. Mr. Nattrass joined the *Register-Gazette* in 1926 and was named classified ad manager of the *Star* and *Register-Republic* in 1931.

Launches Foot Cheer

Esquire Shoe Polish has introduced Foot Cheer, a $1 scented foot spray which is said to relieve burning and other discomforts. There is no advertising scheduled at present.

Compton, Bates Win in Liquor Account Shifts

(Continued from Page 1)

ners Co. (a Seagram affiliate) awarded White Horse scotch to Compton, effective Oct. 1, except for outdoor advertising, which will remain with A. Asch Inc. It likewise awarded Martell cognac to Lawrence C. Gumbinner Advertising Agency (which already had Browne-Vintners' Mumm's champaign, Noilly Prat vermouths, Kijafa, etc.). These accounts are estimated to bill about $1,500,000. White Horse bills more than $1,000,000. Both had been with Doherty, Clifford, Steers & Shenfield.

■ Fleischmann's Black & White scotch has been awarded to Ted Bates & Co., which has most of Standard Brands' liquor business.

Also going to Bates was a variety of other Fleischmann business previously handled by Compton: Churchill bonded, Churchill 88, Olde Medley, Olde Heirloom, and Daviess County bourbon. None of the brands are heavily advertised.

It was understood that John H. Owen, who has been with DCS&S as a consultant, will move to Compton. Mr. Owen has been close to the Hunter, Wilson and White Horse brands for a number of years, handling them at his own agency—Owen & Chappell—later at Kenyon & Eckhardt and, from 1955 on, at Doherty, Clifford.

■ The rapid pace of the changes caught any number of people flat-footed. Doherty, Clifford was advised it was off the account on the afternoon that the Compton appointment announcement was being sent out. Compton barely had time to notify Fleischmann that it was resigning the Black & White account. The Bates agency was unaware at first that it was likely to wind up with one of the most attractive pieces of liquor billing around. And the shift of White Horse was delayed two days after the announcement of the other brands in order to facilitate clearance.

The rapid-fire changes came on top of some strange jockeying involving the accounts—some of it recent, some of it of more than a year's duration.

Doherty, Clifford, Steers & Shenfield had only recently been awarded the Carstairs brands, which were moved from Cohen, Dowd & Aleshire (now Cohen & Aleshire).

Compton acquired Black & White in a fairly bizarre sequence of events: Compton had the Yellowstone whisky and King's Ransom and House of Lords scotch portion of the Glenmore Distilleries account in 1958, and asked Glenmore if Black & White would be considered to be competitive. Glenmore thought it would be. Compton resigned the Glenmore business, which was consolidated at D'Arcy, which already was handling the major portion of the Glenmore account.

■ Compton then became agency for Black & White, but the company stubbornly refused to confirm the appointment, and it was not until January, 1959, that the appointment was reported. In February, 1959, Compton also was awarded Churchill bonded, Churchill 88, Olde Medley and Olde Heirloom, and in July it got Daviess County bourbon.

The Carstairs reassignment to DCS&S was interpreted as the last piece of reshuffling of the Seagram advertising assignments dating from the Robert Bragarnick regime in the Bronfman empire. Calvert Reserve and Lord Calvert were recently assigned to Benton & Bowles.

The DCS&S work on the account—particularly its ads for White Horse—had been generally admired. Wilson and Hunter whiskies have unpromising sales records. Wilson has periodically revived an oldtime slogan—"Wilson, that's all," and Hunter uses outdoor and transportation media to show a horse soaring over a jump, with the headline "First over the bars." #

Simoniz Names D-F-S to Handle $5,000,000 Account

(Continued from Page 1)

final goal. We unanimously decided on Dancer, and the decision was sent to the board of directors, which made the final ruling."

■ Mr. Gifford said that D-F-S's extensive experience in the merchandising and advertising of grocery store items was the principal reason for the agency's selection. He said that Simoniz also was impressed by strong D-F-S offices in both Chicago and New York, and added that the account will be handled jointly in both offices.

Although he has been with Simoniz only two weeks, Mr. Gifford said, he participated in detailed sessions with seven of the agencies which were seeking the account.

Simoniz had talked with about 15 agencies over the past two or three months. The company terminated a four-year relationship with Young & Rubicam last month (AA, May 30). Although Simoniz declined to comment on the split with Y&R, industry observers speculated that the company was unhappy with the sales progress of household products.

■ In their search for a new agency, Simoniz executives talked with agencies both in New York and Chicago. The original list of 15 reportedly was finally narrowed down to two Chicago shops by the marketing committee. The New York shops reportedly had been dropped from contention.

About two weeks ago, shortly after Mr. Gifford had taken command, the search was reopened and attention was suddenly shifted from Chicago to New York by Mr. Gifford. The Simoniz executives then visited D-F-S; Compton Advertising; Grey Advertising Agency; Sullivan, Stauffer, Colwell & Bayles, and McCann-Marschalk Co. Mr. Gifford then made his decision late last week.

Among the Chicago agencies which were figured as strong contenders for the business had been Leo Burnett Co.; Clinton E. Frank Inc., and Edward H. Weiss & Co.

Buchen Co., which handles Simoniz's commercial line of floor waxes and cleaners and Plumite drain cleaner, is not involved in the switch. Buchen's share of the Simoniz account amounts to an estimated $250,000. #

'SEP' Appoints Two

The Saturday Evening Post, Philadelphia, has transferred Robert B. Shellenberg from appliance and hard goods marketing manager to its ad sales staff in New York. The *Post* has named Robert B. Owings marketing manager of men's wear, photographic and hard goods. As hard goods manager, he succeeds Mr. Shellenberg.

LEADING LADY—*Verne Kelley, vp of advertising and public relations at Greyhound Corp., readies Lady Greyhound for her performance on a recent "Jack Benny Special" on CBS-TV.*

KRON-TV Files Civil Anti-Trust Suit Against NBC

(Continued from Page 1)

civil suit in the federal district court in San Francisco against NBC for triple damages, and for an injunction preventing NBC from purchasing any station in the San Francisco Bay area. Also named in the anti-trust suit are Radio Corp. of America, RKO General and KTVU.

■ The double-edged protest is the latest in a chain of events which trace back to last September. At that time NBC settled an anti-trust dispute with the Justice Department by entering into a consent judgment requiring it to dispose of Philadelphia radio and tv stations which it had obtained from Westinghouse in 1954. To carry out the decree NBC subsequently arranged to get rid of the Philadelphia radio-tv stations by swapping them for RKO General's stations in Boston. NBC also arranged to sell its Washington radio and tv stations to RKO General for $11,500,000, and to purchase KTVU in San Francisco.

Both Westinghouse and KRON-TV promptly protested to the Justice Department that NBC's moves into Boston and San Francisco violated the consent decree. NBC cleared this roadblock when anti-trust chief Robert Bicks reported his investigations did not disclose any coercive action in violation of the decree.

Westinghouse and KRON-TV then tried to get their protest before the U.S. district court in Philadelphia, where the consent decree is filed. KRON-TV withdrew its petition to the court early this month, announcing that it would pursue "appropriate relief before other tribunals." Westinghouse's effort to get a hearing in the district court was rejected.

KRON-TV's reasons for wanting "appropriate relief" stem from a take-it-or-leave-it $8,000,000 offer to buy the station made by NBC, the *Chronicle* maintains. The station owner said it now faces the loss of its NBC affiliation because the *Chronicle* refused to sell at what it regarded as an inadequate price.

■ Both the anti-trust suit and the FCC petition challenge NBC's methods in acquiring television stations in larger markets. The KRON-TV petition states:

"There can be no doubt that NBC has exploited its power as a television network to upgrade its position in the separate field of station ownership. If the present assignments are approved, NBC will succeed in exchanging stations in Cleveland (Market 10) and Washington (Market 11) for stations in Boston (Market 6) and San Francisco (Market 7). Stations in Markets 6 and 7 have at least twice the earning potential and twice the value of stations in Markets 10 and 11. Yet NBC is receiving at least $500,000 more for the stations it is selling than it is paying out for the stations it is buying. It paid $3,000,000 to exchange Cleveland for Philadelphia; it is now exchanging Philadelphia for Boston even up; it is now selling Washington for $11,500,000; and it is paying less than $8,000,000 for San Francisco. This kind of shrewd trading is beyond the ability of any mere station licensee. It could only be accomplished—and it was accomplished—by using NBC's power as a network to grant or withhold network affiliation as the hidden persuader in each purchase and sale negotiation."

KRON-TV's petition questions whether "NBC possesses the minimum character qualifications to be a licensee of a broadcast facility in San Francisco." It also asks if NBC's purchase of the tv station is contrary to the U.S. anti-trust policy and if it will "materially decrease competition among stations, program producers, advertisers and networks in that community."

■ Another point covered in the petition is whether RKO General can acquire tv stations in both Philadelphia and Washington, making a total of six owned vhf stations. FCC rules limit ownership of five vhf stations. RKO General says that a station it owns in Windsor, Ont., does not come under the commission rule.

The anti-trust suit asks that NBC be required to grant network television affiliation on the comparative merits of competing stations and that tv licenses of KTVU and of all stations owned by NBC and RKO General be revoked.

Previous to the filing of the KRON-TV petition, FCC already had an application from Philco Corp., which seeks to capture NBC's Philadelphia Channel 3 in a competitive hearing. The commission also has a letter from Rep. Celler, calling for a thorough investigation of the NBC proposals. #

Mallis Agency Adds One

Philadelphia Grand Opera Co. has appointed George L. Mallis Inc., Philadelphia, to handle advertising and public relations.

FTC Sets Probe of 'Special Event' Food Promotions

(Continued from Page 2)

thing of value received, and the total amount paid out by the chain for the promotion.

Finally, FTC demanded "copies of all contracts, announcements, letters, bulletins, brochures or other communications between each supplier and the corporation relating to each such promotional sale."

■ Suppliers are being queried on relations with specific chains. In each instance the supplier is expected to report the quantity and package size of each product sold to the specified chain in 1959, and to submit a summary which shows the invoice number of each shipment, the date, the address or origin and destination, and each type of product, including a designation of product brand name, if any, in each shipment.

Where payments were made for a special promotional event—which FTC identified in each instance—the supplier is required to report all terms, state when actual participation took place, state which product or products were advertised or promoted, state in what trade areas or counties the advertising or promotions occurred, the amount of money paid or the thing of value provided.

Where payments were made for a special event sponsored by a particular chain, FTC is requiring the supplier to provide a list of all other customers in specific geographic areas who purchased any of the same products during 1959. The supplier is then required to itemize all the benefits offered to these other customers during 1959, and to identify the officer who accepted the offer for the competing retail groups, and the date of each specific offer to competitors of the chain which held the special event. #

Kraft Boosts Mayonnaise in West Coast Contest

Kraft Foods, Chicago, is featuring a sweepstakes contest in nine western states, promoting its mayonnaise. First prizes are vacation homes complete with lot. They will be awarded to consumers and retailers in three areas—area one includes Washington, Oregon, Idaho and Alaska; area two is Northern California, Nevada, Utah and Hawaii; area three is Southern California and Arizona.

Advertising for the contest will be via ads in *Sunset Magazine*, local Sunday supplements and four spots on the Perry Como show on NBC's western tv network. J. Walter Thompson Co. is handling the promotion.

Agency Sets New Division

Black, Little & Co., Newark advertising agency, has established a marketing division headed by Edward H. Jewett, formerly marketing director of G. Krueger Brewing Co. The agency said the new division will offer counseling services in retail selling, market research, distribution, packaging, pricing and point of purchase promotion.

Dixon to OAAA

Freda Dixon has joined the Outdoor Advertising Assn. of America, Chicago, as director of women's activities, a new division of the public relations department. Miss Dixon was formerly executive director of the National Federation of Business & Professional Women's Clubs, Washington.

TV Station Revenue Up 10%, Radio Up 5% In '59, NAB Reports

WASHINGTON, June 29—Revenue, profit margin and expenses of typical radio and tv stations increased significantly from last year, nationwide financial surveys conducted by the National Assn. of Broadcasters show.

Revenue of a typical radio station increased 5% in 1959, and a typical tv outlet boosted revenue by 10%. In 1958 the average radio station received $99,200 in total revenue and in 1959 the same station received $104,000. Television income increased from $786,400 to $865,000 per station in the year period.

Expenses for a typical radio station didn't increase as much as revenue. In 1958 expenses were $92,100 and in 1959 they were $96,000. Profit margins were up fractionally.

A typical tv station's expenses went from $696,800 to $741,600 in the year's period. Profit margins increased from 11.4¢ on $1 to 14.3¢.

■ Of every time-sales dollar taken in by the typical radio station, about 85¢ came from local advertisers, about 15¢ from national and regional advertisers, and less than 1¢ from network sponsors.

The time-sales dollar for tv presented a markedly different picture. National and regional advertising accounted for 44%, network for 27% and local for 29%. #

Oregon Retailer Pleads Guilty in Coupon Fraud Case

PORTLAND, ORE., June 28—Details of a huge coupon redeeming swindle came to light here last week when Shirley Ann Schneider, operator of a food store in Woodburn, Ore., pleaded guilty to two counts of a mail fraud.

Postal authorities gave this account of Miss Schneider's activities from May, 1959, until last January:

Miss Schneider and several unnamed partners took coupons and box tops from merchandise in the store and sent them to the redeeming companies, getting cash in return. Some companies offer cash for a box top, or a top with the sale price stamped on it.

Tops, bottoms, sides, backs and fronts were cut up, stamped and mailed in. The money poured back from the redeeming companies, postal authorities said.

■ One company offered a refund of the complete purchase price for a box top. Boxes were cut up and the price redeemed for each piece. The scheme netted Miss Schneider from $50 to $75 daily.

Many of the envelopes sent to the redeeming companies were empty, and the companies, not wanting to hurt a customer's feelings, usually sent the money anyway, postal authorities discovered.

Some 1,500 phony names were used, listing return addresses as post office boxes in some six Oregon towns. Most of those named also were put on coupon mailing lists.

Authorities opened an investigation after one redeeming company began wondering why one little store in a town of 2,300 persons sent in so many coupons. #

Schlitz Promotes Martin

Robert A. Martin, manager of the research department of Jos. Schlitz Brewing Co., Milwaukee, has been named to the new post of manager of regional advertising. He will be assistant to Patrick H. Gorman, Schlitz director of advertising.

Carr del Mar Luedtke

WESTERNERS—*Chatting between meetings at the Mexico City convention of the Advertising Assn. of the West are Anne K. Carr, chairman of a discussion session on club activities, and John del Mar, of San Francisco, and Billye Luedtke, of Stockton, both of whom read papers.*

Media Must Behave More Responsibly, OAI's Coste Tells AAW Convention

(Continued from Page 2)

Batten, Barton, Durstine & Osborn, New York, did not speak directly about advertising and admen at all. He attacked the lethargy of the common man, which he said has permeated the thinking of the youth of this century. But he closed with some general remarks about man failing to strive hard enough by saying, "At the start of this sermon I said that our main business today was to honor those who had come closer than their fellows to achieving excellence in their chosen work.

"Perhaps then I should have made a talk on how to make better advertisements or better commercials, or perhaps on how to plan better campaigns or on how to be a better advertising manager or director.

"And as a matter of fact that is exactly what I hope I did!"

■ James S. Fish, vp and director of advertising of General Mills and board chairman of the Advertising Federation of America, said professional advertising management is going to be a must during the next decade.

"The so-called professions deal with known scientific facts, whereas the kaleidoscopic field of advertising represents a field of imponderables, unpredictables and unrelatables—a different set of challenges with every problem.

"All this might suggest that there is no better way to manage advertising," Mr. Fish continued, "and that the best we could do would be to practice this as we would the arts, with certain disciplines and techniques, but without the expectation that a professional management viewpoint could help us in the job.

"I happen to believe that there *are* better ways than others in advertising management," he said, "and I think there is a growing legion of fellow advertisers and their companies who feel the same way."

■ In the "era of professional advertising management," according to Mr. Fish, the seven major areas of the advertising manager's job will be:

• **Determining objectives:** The gaining of a clear understanding of the over-all marketing objective and of advertising's true role and function in carrying them out.

• **Organization:** The way advertising is organized in relation to the other functions of the business, and the way it is organized within its own department.

• **Plans:** The specific advertising strategy and plans for the period ahead.

• **Budgets:** The analysis of how funds will be spent and the system of controls for determining how funds are being spent.

• **Integrating the efforts of people:** This encompasses relationships between all advertiser and agency personnel and functions.

• **Personnel:** The selection, development and motivation of advertising personnel.

• **Evaluation:** Measuring progress and results of the advertising efforts.

■ "Few of us actually studied advertising in school, and there is still a great debate as to whether the colleges with specialized training opportunities can do anything to make a well rounded adman," said Mr. Fish. "I feel that while on-the-job training is an essential, there are many of these professional skills of the business that can be obtained in a formal and disciplined fashion.

"Colleges and universities are doing an increasingly good job in including courses in the advertising skills as well as basic economics and marketing courses so necessary to a well rounded advertising background. It is reassuring, too, to note the increase in availability of graduate work leading to a master's degree in the field of advertising. Along with this graduate work, it is my sincere hope that 'internships' in advertising will be developed between the schools and nearby businesses which use advertising importantly."

■ James A. Farley, chairman of the board, Coca-Cola Export Corp., with an eye perhaps on the forthcoming activities of his old Democratic friends up in Los Angeles in a few weeks, drew a comparison between advertising and politics.

They both "thrive best in a free society where both are subjected to the continual harsh light of publicity, claim and counterclaim, criticism and opposition," he said.

The only difference he could see, he told the advertising men, is that the politician has to subject himself to public approval every two or four years, "but with a piece of merchandise and with advertising, every day is election day, and every product and every advertisement is continually and completely subject to the verdict of public opinion. In both cases it is truth and character that stand out."

■ Alfonso Garcia Gonzalez, head of the Mexican tourist department, who welcomed the convention delegates to Mexico City, said that the four basic elements of the tourist industry are (1) transportation, (2) attractions, (3) services, and (4) advertising, promotion and public relations, and that the first three would remain unknown and therefore useless, if it weren't for the last.

■ New officers elected at the Mexico City conclave were Don Ostensoe, head of the Portland pr organization bearing his name, president (*see story on Page* 64); Gordon Rowntree, James Lovick & Co., Vancouver, senior vp; Florence Zimmer, First Federal Savings & Loan, Phoenix, vp-at-large; Harry Bright, Pacific Telephone & Telegraph, San Francisco, secretary, and Robert Hemmings, Smith & Hemmings, Los Angeles, treasurer.

AAW club awards (*see story on Page 38*) took one new twist this year in the selection of the Ramsey Oppenheim award, donated by *Western Advertising*. It is normally given to the adclub president judged to have contributed the most to organized advertising in the West in the preceding year. This year, however, the precedent was broken, and it went to AAW's outgoing president, Dick Ryan, for the outstanding job he has done this year in behalf of advertising.

Seven-Up on CBS Radio

Seven-Up Co., St. Louis, is sponsoring the Kingston Trio in 17 five-minute shows per week on CBS Radio. The trio, which has been appearing in the soft drink maker's radio and tv commercials since the first of the year, will do double duty in both the ads and the programming. Extensive promotional backing of the network buy will include on-the-air promotion kits for CBS Radio affiliates, and mailings of Kingston Trio bottle openers and promotional material to Seven-Up bottlers. J. Walter Thompson Co. made the network buy.

Eska, Chromo-O-Lite to Colle

Eska Mfg. Co., Dubuque, Ia., manufacturer of rotary lawn mowers, chain saws, outboard motors and heavy-duty sidewalk rotary snow plows, and Chromo-O-Lite Co., Minneapolis, manufacturer of material supply systems for the fiber glass and plastics industry, have appointed Colle & McVoy, Minneapolis, to handle their advertising.

GE Apparatus Unit Resigned by Basford Names Nelson Shop

(Continued from Page 1)

sion, it was said by company sources, has grown to more than 400 employes.

■ The Basford resignation and the statement spurred rumors that GE might be moving to place its own advertising, and was asking business publications if they would grant the same discounts offered agencies.

However, R. B. Reid, manager of advertising and sales promotion for the apparatus sales division, told ADVERTISING AGE that "nobody in Schenectady has ever asked a publisher for discounts, but there are many other GE divisions which I can't speak for."

Mr. Reid said it seemed "obvious" that the Nelson agency would have to "staff up," and when asked if Nelson was an interim appointment, he said, "I don't know how it will work out." Mr. Reid added that there were "advantages in having your agency right in town."

R. S. Cragin, president of the Nelson agency, said no presentation was made for the GE business. The appointment came, he said, after a series of discussions. "We're right next door to advertising and sales promotion and we've done odd jobs for them in the past."

■ Technically, the appointment by GE will make Nelson the agency for its advertising and sales promotion department, which is part of the apparatus sales division. The department conducts promotional programs for product departments and others.

The Nelson agency was first named by GE in the 1930s when it handled a phase of the company's institutional advertising. #

Mobilife to Sisson & Barrett

Sisson & Barrett Advertising, Miami Beach, has been named agency for Mobilife Corp., a publicly-owned Delaware builder which has developed three communities to date—two in Florida and one in Arizona. The company has billings estimated at $100,000 annually. A program of national advertising has begun.

Jasinski Joins Kircher

William E. Jasinski has joined Kircher, Helton & Collett, Dayton, as a media buyer. He formerly was a media buyer in the Pittsburgh and Cleveland offices of Fuller & Smith & Ross.

Network TV Gross Time Billings

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

	April			January-April		
	1959	1960	% Change	1959	1960	% Change
ABC	$10,309,263	$12,701,240	+23.2	$ 42,545,832	$ 52,125,820	+22.5
CBS	22,077,285	22,580,032	+ 2.3	88,278,148	93,078,360	+ 5.4
NBC	19,739,816	20,641,555	+ 4.6	77,821,812	82,618,328	+ 6.2
Total	$52,126,364	$55,922,827	+ 7.3	$208,645,792	$227,822,508	+ 9.2

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March*	13,487,460	24,043,799	21,072,164	58,603,423
April	12,701,240	22,580,032	20,641,555	55,922,827

*March 1960 figures revised as of 6/6/60

Parts of the Day

	April			January-April		
	1959	1960	% Change	1959	1960	% Change
Daytime	$17,311,756	$16,602,945	— 4.1	$ 70,637,306	$ 68,639,269	— 2.8
Mon.-Fri.	15,026,661	13,632,439	— 9.3	59,930,635	55,784,332	— 6.9
Sat.-Sun.	2,285,095	2,970,506	+30.0	10,706,671	12,854,937	+20.1
Nighttime	34,814,608	39,319,882	+12.9	138,008,486	159,183,239	+15.3
Total	$52,126,364	$55,922,827	+ 7.3	$208,645,792	$227,822,508	+ 9.2

PHOTO BY LIFE STAFF PHOTOGRAPHER ALFRED EISENSTAEDT

"To me, LIFE is people with their masks on and off... as they seem and as they are." Only LIFE is so many things to so many people. Something special to each one.

LIFE

In 24 years, Alfred Eisenstaedt has covered 1501 LIFE assignments. He chose this photo to show what, to him, is LIFE's great ability: "showing people with their masks on and off."

Once in a blue moon, or a blue half-moon, does a magazine shine as brightly in advertising leadership as McCall's does now. During the first six months of 1960, McCall's has climbed to an all-time high in advertising revenue—continuing its linage leadership eclipse in the women's service field. The actual increase over last year? 49.3% ahead in revenue, 40.1% up in linage. Add to this sixteen solid months of continuous circulation gains at the newsstand—and it's clear that McCall's is waxing stronger than ever at the half. Come, join the constellation that's discovering the magical, moon-like pull of

McCall's
First Magazine For Women.